

*Spring and Summer 1958*



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the end of Summer, this catalog offers  
more of your family's needs than ever before  
...all at Sears everyday low prices



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Index starts on page 1399

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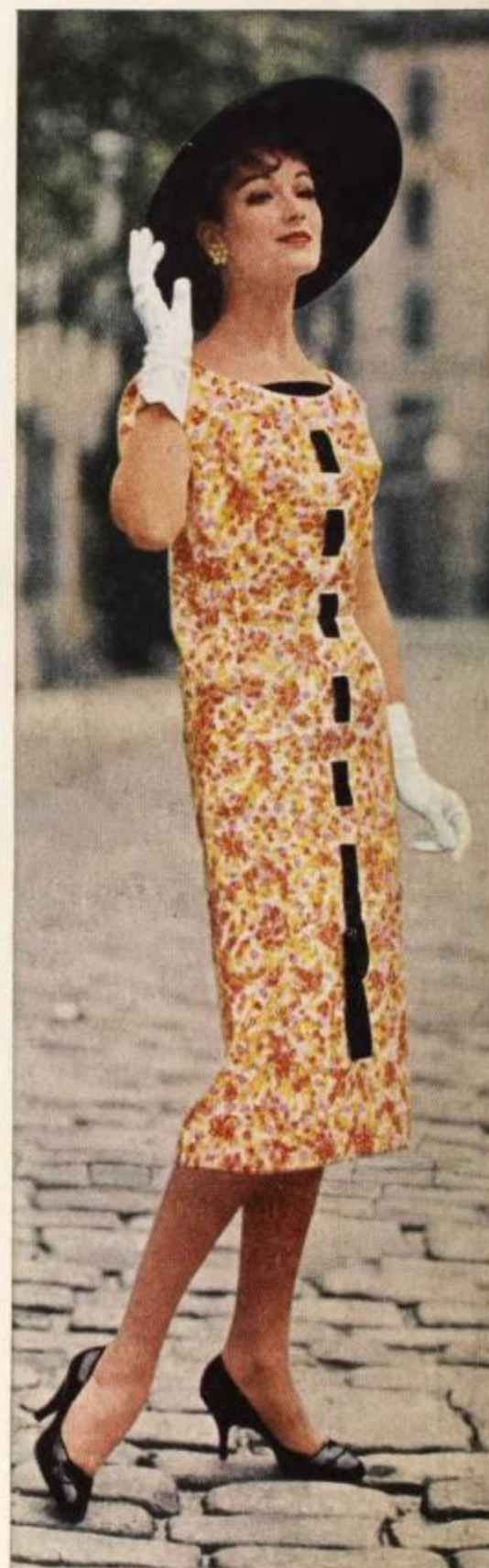
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PARIS  
FASHIONS  
1958

# THE CHEMISE LOOK



THE BOW-TRIMMED CHEMISE in lustrous acetate with satin-weave back . . eases the waist-line; touches the hips with a band that curves around back above a narrow skirt. Raglan sleeves; buttoned back. Dry clean. Hat sold in millinery section. *State size.*  
Misses' sizes 8, 10, 12, 14, 16. Juniors' 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 11 oz.  
031 H 7150—Sun coral. . . . . \$14.00  
031 H 7151—Navy blue. . . . . 14.00



THE BEAUTIFUL BLACK CREPE with a new importance . . a back over-panel falls into a graceful curved cowl; low-placed bow accents two-piece-effect in front. In smooth textured rayon and acetate that looks like fine silk; full lining of rayon organza. Long back zipper. Dry clean. Hat sold on page 27; jewelry sold on page 25A. *Order correct size.* Shpg. wt. 1 lb. 12 oz.  
Misses' sizes 10, 12, 14, 16, 18.  
031 H 7853—Black. . . . . \$16.50

THE RIBBONED CHEMISE in screen-printed acetate taffeta, fully lined with acetate taffeta. The gentle shaping in front is subtly achieved by an inside waist-band . . loose in back. Tapered skirt; 2-inch hem. Long back zipper. Black rayon velvet ribbon. Dry clean. Hat sold on page 8. Shipping weight 1 lb. 12 oz.  
Misses' sizes 8, 10, 12, 14, 16; Juniors' sizes 7, 9, 11, 13, 15. *Order correct size.*  
031H6364—Sun yellow and coral print \$12.00



## Luscious SEA COLORS



THE WONDERFUL SHIRTWAIST DRESS in silk and rayon, a billowy fabric that yields beautifully to this easy, full-skirted fashion. A dress with an unlimited social life! Dry clean. Hat sold on page 8; jewelry on page 9. Order correct size. Shpg. wt. 1 lb. 2 oz. Misses' sizes 12, 14, 16, 18, 20.  
 031 H 7110—Sea blue and green print \$12.70  
 031 H 7111—Pink and rose print . . . 12.70  
 Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.  
 031 H 7144—Sea blue and green print \$13.70  
 031 H 7145—Pink and rose print . . . 13.70

THE SLIM, JACKETED DRESS . . . a newer, prettier version. The fabric is wrinkle-resistant rayon and cotton that looks like fine linen. The cotton lace is dyed to match. Sleeveless dress has a square front neckline, cut low in back . . . back kick pleat; 2-inch hem. Long back zipper. Dry clean. Hat sold in Millinery Section. Misses' sizes 12, 14, 16, 18, 20.  
 031 H 7841—Sea aqua blue (as shown)  
 031 H 7842—Lt. beige 031 H 7843—Black  
 Shpg. wt. 2 lbs. 4 oz. State size . . . 2 pcs. \$16.50



THE STRAIGHT AND NARROW SILHOUETTE, very new and fashionable . . . here in a dress of strictest simplicity, all the better to show its beautiful big plaid. The fabric, a nubby-textured homespun-type, is cotton, rayon and silk. The front belt-effect is repeated at the back, this time tying in a jaunty bow. Long back zipper; back kick pleat. Dry clean. Hat sold in Millinery Section; jewelry on page 12. Shpg. wt. 1 lb. 4 oz. Juniors' sizes 7, 9, 11, 13, 15; Misses' sizes 8, 10, 12, 14, 16. Order correct size.  
 031 H 7075—Sea turquoise blue plaid. \$12.70  
 031 H 7076—Sun coral plaid . . . . . 12.70

Dress measuring instructions in green section, back of book.



DOTS..DOTS..DOTS



**THE PARTY DRESS** (above) . . coin dots, big as silver dollars on Piazza cotton . . an expensive shantung-textured fabric that is wrinkle-resistant. Beautifully made . . fully lined bodice with square neckline and suspender effect in back. Rayon velvet sash; unpressed pleated skirt; long back zipper. Hand wash. Shoes and handbag sold on page 4. *State size.* Wt. 2 lbs. 8 oz.  
*Misses' sizes* 8, 10, 12, 14, 16.  
 031 H 7833—Coin dots on ivory-white as shown. . . . . \$15.50

**THE BIG COLLAR DRESS**, at right. Big and little white dots scattered with gay abandon on shantung-textured cotton and Cupioni® rayon. Collar is split in back, has shoulder pleats for graceful draping. Bodice has double-breasted look . . skirt has unpressed pleats, 2-inch hem. Long back zipper. Hand wash separately. *State size.* Shpg. wt. 1 lb. 8 oz.  
*Misses' sizes* 12, 14, 16, 18, 20.  
 031 H 6362—Light green . . . . \$10.74  
 031 H 6363—Navy blue . . . . 10.74  
 All jewelry sold on pages 25A and 25B.

For How-to-Measure for Misses' and half-size dresses, see green section in back of book





everywhere on the  
fashion scene



**DOTTED HAT** . . acetate luster twill, with stitched brim rolled off the brow, a wonderful little suit hat. Fits 21½ to 22½ in.

078 H 4901—Red with white  
078 H 4900—Navy with white  
078 H 4902—White with black  
Shipping weight 13 oz. Each \$3.97

**REVERSIBLE CAPE.** White linen-look rayon, cotton polka dot lining. Fits bust sizes 32 to 38. Hand wash separately. Shpg. wt. 9 oz.  
88 H 8870—White with red. \$2.97  
88 H 8871—White with navy 2.97

**LONG, SLIM UMBRELLA** covered and cased with dotted acetate. Firm 10-rib frame, novelty plastic tasseled handle trimmed with dots. Shipping weight 1 pound.  
88 H 05165—White with red. \$4.77  
88 H 05166—White with navy 4.77

**FOLDED CLUTCH BAG** . . acetate luster twill with rayon lining; comb, mirror. About 13x5 in. 10% Federal Excise Tax included.

88 H 231E—Red with white  
88 H 232E—Navy with white  
88 H 233E—White with black  
Shipping weight 12 oz. Each \$3.11

**PETAL ASCOT,** ties 5 smart ways (we send illustrations). Dotted cotton. Washable. About 37x8½ inches. Shipping weight 2 oz.  
88 H 8236—White with red. \$1.54  
88 H 8237—White with navy 1.54

**DOTTED GLOVES,** double-woven nylon. Neat Bolton thumb. Hand washable. About 9¼ in. long. State size 6½, 7, 7½, 8. Wt. 3 oz.  
88 H 5456—White with red. \$1.67  
88 H 5457—White with navy 1.67  
88 H 5458—White with black 1.67

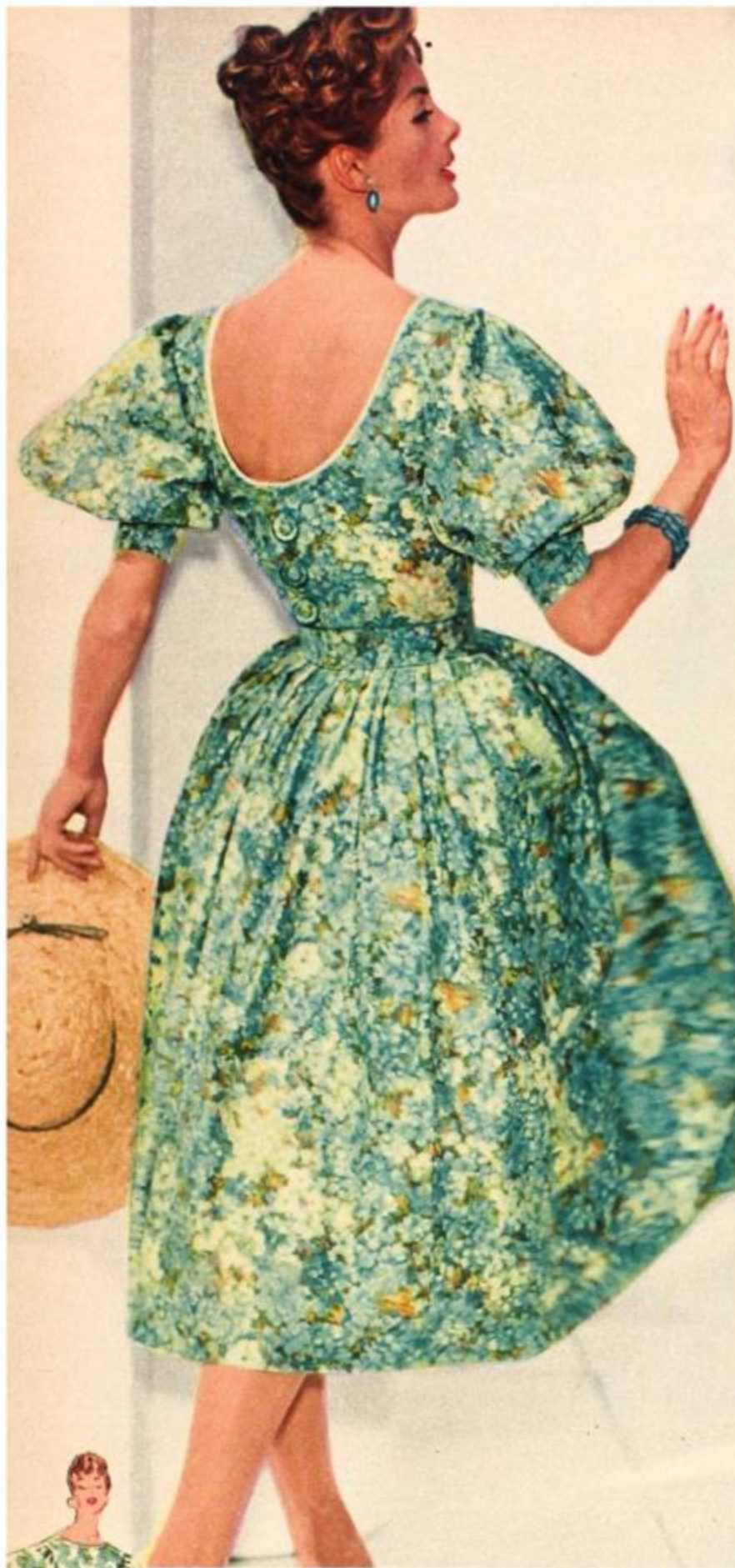
**2-PIECE POLKA DOT DRESS** in wonderful Arnel\* jersey . . needs no ironing, travels with utmost ease. Becoming surplice top with front waistband; fashionable pleated skirt. Hand wash separately, drip dry; pleats stay! Hat sold on page 8; shoes sold on page 14.

Misses' sizes 10, 12, 14, 16, 18; Half sizes 12½, 14½, 16½, 18½, 20½, 22½. Order correct size. Shipping weight 1 lb. 12 oz.  
031 H 7100—White with navy blue polka dots. . . . . 2 pieces \$12.70  
031 H 7101—Navy blue with white polka dots. . . . . 2 pieces 12.70

\* Triacetate fiber, Reg. T. M. of Celanese Corp.



MORE SLEEVE *means*



THE LOW BACK DRESS takes the summer breeze in a billowing puff of sleeves and skirt. It's a dress that might begin the day at noon, end late evening. Dancing décolletage in back; demure front neckline. 2-inch hem; back closing with fabric covered buttons. Beautiful quality cotton; white linen-look rayon edging. Hand wash separately. Bead jewelry sold on page 25A. Shipping weight 2 lbs.

Misses' sizes 10, 12, 14, 16, 18. Order correct size.  
031 H 6365—Sea turquoise blue and green print. \$10.74  
031 H 6366—Sun yellow and orange print. . . . . 10.74

Measuring instructions for dresses and skirt in green section in back of book, for blouse on page 86.

8 SEARS ALL



THE ROMANTIC CHIFFON DRESS . . cool, covered elegance in very fine sheer cotton. Fine tucking; billowy sleeves; big skirt; scoop neckline in front and back. Fully acetate taffeta lined. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 12 oz.

031 H 7104—Black. . \$12.70 031 H 7105—Med. sky blue. . \$12.70

HER DRAMATIC CARTWHEEL HAT . . fine sewn straw braid with rayon velvet ribbon. State color black, white, navy or beige.

078 H 4910—Fits 21 3/4 to 22 1/2 inches. Shpg. wt. 2 lbs. 6 oz. . . \$5.97



## more fashion this season

**BOUNTIFULLY SLEEVED BLOUSE** in drip-dry, washable cotton batiste detailed with eyelet embroidery. *State size* 32, 34, 36, 38. Wt. 7 oz. 07 H 3052—White. . . . . \$3.97 07 H 3053—Light yellow. . . \$3.97  
**GREAT SKIRT** with a shape-retaining half crinoline. Cinched with a detachable rayon satin cummerbund. Washable Arnel and cotton. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shipping weight 1 lb. 07 H 4223—Black with turquoise cummerbund. . . . . \$6.97

(Below) **THE BIG SLEEVE SHIRTWAIST DRESS**, making news in pure silk organza. The deep V neckline and rayon satin banding are also very new. Full gathered skirt; 2-inch hem; long back zipper. Attached slip is acetate and rayon taffeta. Dry clean. Shpg. wt. 2 lbs. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size*.  
 031 H 7835—Sea turquoise and blue on white. \$2.50 down, cash \$23.50  
 031 H 7836—Sun yellow and gold on white. . . 2.50 down, cash 23.50



**DELICATE JEWELRY** colored with sea spray magic. Leaf motif sculptured on pearl-glow stones. Lifting fresh water pearl accents. *State* gold color with sea coral, pink, or sea turquoise.

4 H 3605ME—Set (Necklace, earrings) Wt. 4 oz. . . \$4.60  
 4 H 3606ME—Necklace. Adj. 13¼–17¼ in. Wt. 3 oz. \$2.97  
 4 H 3607ME—Earrings. 1-in. Clip backs. Wt. 2 oz. \$2.00  
 4 H 3608ME—7¼-in. Bracelet 1½ in. wide. Wt. 3 oz. \$4.97



# DACRON *and* COTTON



they travel anywhere

Wash-and-Wear partners in good grooming . . . for business or pleasure, start each day crisp and immaculate in suits of Sears pincord, 75% Dacron\* for beauty of texture and strength, 25% combed cotton for that meticulously clean look. Hand wash them tonight, wear them tomorrow. Need little or no pressing. Save time . . . save money.

HERS—a wash and wear shawl collared suit classic, gracefully slim-looking, bears the imprint of Spring '58 styling in its relaxed, easy lines. The unlined jacket about 21 in. long. Shpg. wt. 2 lbs. 14 oz. Misses' sizes 10, 12, 14, 16, 18, 20. Please state size. See page 17 for bag.  
017 H 8224—Light blue and white. . \$17.50  
017 H 8225—Medium gray and white 17.50

HIS—WASH-AND-WEAR PINCORD SUIT with special "talent" for easy-care. 3-button model. Flap pockets; vent back. Pleated trousers with zipper. Deluxe tailoring; nylon trimmings. State chest, waist, inseam; see sizes, *How to Measure*, chart "A" of Men's Tropical Suit pages.  
045H1402—Lt. blue 045H1407—Dk. gray  
045H1409—Navy blue  
045H1404—Tan. Shpg. wt. 3 lbs. 8 oz. \$29.90

10 SEARS ALL For men's hats, ties, shirts, see men's section \* DuPont trademark for polyester fiber



it's a party goer

THE PLEATED DRESS in bubble print (shown) and in sophisticated black . . . both 65% Dacron, 35% combed cotton. Billowy skirt and attached cummerbund with fine accordion pleating. Long back zipper. Hand wash . . . pleats stay! Shpg. wt. 2 lbs.

Misses' sizes 8, 10, 12, 14, 16. Order correct size.  
031 H 07837—Gold, sun coral and orange print on white . . . \$17.50  
031 H 07838—All black solid color (not shown) . . . 17.50

SHORT GAY GLOVE STORY. Double-woven nylon with scalloped wrist. About 8½ in. long; washable. State glove size 6½, 7, 7½, 8.  
88 H 5403—Sun coral 88 H 5404—Sea turquoise  
88 H 5405—White Shpg. wt. 3 oz. . . . Pair \$1.97



# make a life of ease

This wonderful blend is truly care-free when the Dacron\* content is 65% or more. These fashions are all in true easy-care blends... they shun wrinkles, stay fresh in any weather, drip dry, need little or no ironing.



it's well behaved

it "pairs" or "parts"

For jewelry shown, see page 25B. Misses' and Girls' measurement charts in green section, back of book



it's a success story

**A** THE SHIRTWAIST DRESS, printed or solid... 65% Dacron, 35% combed cotton. Step-in style has beautifully detailed back... see sketch. "Roll-up" sleeves with button-on tab, full skirt. Hand wash separately. Misses' sizes 12, 14, 16, 18, 20. Order correct size. Printed Dacron and Cotton. Shipping weight 1 lb. 8 oz. 031 H 6370—Sun gold, black on white; gold sash... \$10.74 031 H 6371—Med. blue and black on white, blue sash 10.74 Solid Color Dacron and Cotton. Shipping weight 1 lb. 8 oz. 031 H 6368—Light blue; navy patent-look belt... \$10.74 031 H 6369—Light beige; black patent-look belt... 10.74



**B** CAREFREE 3-PART COORDINATES of 65% Dacron and 35% combed cotton. Dyed to match braid and buttons trim blouse. Skirt has unpressed pleats, contrast cotton sateen cummerbund. Hand wash separately. State Misses' size 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 7 oz. 07 H 7000—Pink with bright rose cummerbund... \$13.00 07 H 7001—Light blue with royal blue cummerbund 13.00

**C** GIRLS' BOUFFANT DRESS of 65% Dacron and 35% combed cotton. Fine tucks, dyed-to-match lace and rhinestone-studded buttons trim bodice; smart "high-rise" waistline. Billowy skirt, gathered all 'round, has wide 3-in. hem. Separate pleated cummerbund. Washable. Girls' sizes 7, 8, 10, 12, 14. State correct size. 77 H 200—Sea aqua. Shipping weight 1 lb. .... \$5.90



# the open jacket suit makes



PARIS-INSPIRED SUIT of almost limitless versatility in a fine virgin wool worsted ribbed fabric . . . an excellent medium for displaying all your blouses. The shaped boxy jacket (about 23 in. long) is lined with rayon and acetate crepe.

State Misses' size 10, 12, 14, 16, 18. Shpg. wt. 3 lbs. 8 oz. See page 14 for bag.

017 H 8200—Navy blue

017 H 8201—Black

\$2.50 down . . . . . Each, cash \$24.50

DOTTED BOW BLOUSE with short raglan sleeves, best friend to a suit so often worn with jacket open. Nylon georgette; hand wash. State size 32, 34, 36, 38, 40.

07 H 3042—Red on white. Wt. 7 oz. \$4.77

07 H 3043—Navy on white. Wt. 7 oz. 4.77

THE SUIT INSPIRED THE HAT. This is the look . . . the worldly-wise tilt of high crown, deep brim, flutter of wide grosgrain band. Fine sewn straw braid. Shpg. wt. 1 lb. 10 oz. State color red, white, black, navy. 078 H 4915—Fits 21 $\frac{3}{4}$  to 22 $\frac{3}{4}$  in. . . \$5.97

## BLOUSES ON OPPOSITE PAGE

**[A]** HIGH-LOW JABOT v-plunged or buttoned high makes this Dacron<sup>†</sup> crepe blouse the focal point of any costume. White nylon lace trim. Washable; little iron. For jewelry, see page 9. State size 32, 34, 36, 38, 40, 42. Shpg. wt. 9 oz.

07 H 3019—White 07 H 3020—Lt. pink

07 H 3021—Lt. blue Each . . . . . \$3.97

**[B]** BEAUTIFUL BOW . . . the bow ties high, the bow ties low, where your jacket demands it. Drip-dry blouse of Dacron, nylon and cotton complements any outfit. Hand wash. For jewelry, see page 25A. State size 30, 32, 34, 36, 38. Wt. 8 oz.

07 H 3038—Lt. pink 07 H 3040—White

07 H 3039—Lt. blue Each . . . . . \$3.97

**[C]** METICULOUS SHIRT TAILORING inspired by a world renowned Paris designer. Elegant in pure silk broadcloth with beautiful collar and cuff detail. Hand wash. State size 30, 32, 34, 36, 38.

07 H 3034—Lt. beige 07 H 3036—White

07 H 3035—Lt. yellow Wt. 8 oz. Ea. \$6.97

**[D]** GARDEN-FLOWER PRINT transforms a silk and acetate scarf-tied blouse into the newest fashion attraction. Dry clean. For jewelry, please turn to page 25A.

State size 32, 34, 36, 38. Shpg. wt. 8 oz.

07 H 3030—Pink and rose on white

07 H 3031—Yellow and gold on white

07 H 3032—Turquoise and blue on white

Each . . . . . \$3.97

**[E]** DRAPED FICHU COLLAR and button-down tab afford new beauty of design to a lovely, stay-fresh nylon georgette blouse. Hand washes, quick dries . . . ironing optional. State size 32, 34, 36, 38, 40.

07 H 3045—Pale blue 07 H 3047—White

07 H 3046—Pale pink Wt. 7 oz. Ea. \$3.77

CORO'S MUCH LOVED 60-INCH ROPE winds its way around the loveliest necklines and marks the bold, fashion look. Spiced with gold color flattery. Matching 3 row spiral bracelet and 1-in. clip back earrings. State white, yellow, turquoise. Set wt. 4 oz.

4H3600ME—Rope, earrings. . \$6.50

4H3601ME—Rope. Wt. 3 oz. . . 4.97

4H3602ME—Earrings. Wt. 2 oz. 2.00

4H3603ME—Bracelet. Wt. 3 oz. 2.97





# the BLOUSE important



A  
\$3.97



B  
\$3.97



For Blouse Measurement Chart turn to page 86. For Suit, use How-to-Measure Page in green section, back of book. Use Sears Easy Terms... see inside back cover.



C  
\$6.97



E  
\$3.77



D  
\$3.97



# SPRING SUITS *are easy*



**EXCITING NEW OVAL SUIT** made of our finest pure wool worsted flannel. The news is in the longer jacket (about 34 inches) . . . in the oval shape that starts with stand-away collar, soft wide shoulders and batwing sleeves . . . all tapering gradually to meet the slim line of the straight skirt. In back, a curved yoke with soft fullness below gives you the same eased silhouette from every angle. Gay white boutonniere on lapel. Jacket may be worn as a separate coat; lined with rayon and acetate crepe. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shipping weight 3 pounds 12 ounces.

017 H 8204—Light gray  
017 H 8205—Beige  
\$3 down . . . . . Each, cash \$29.50



**THE DOUBLE CUFF BAG** co-ordinates with the button motif on the shoes. Rayon moire lining and coin purse, zipper pocket and mirror. About 8½x8½ inches. Shipping weight 1 lb. 11 oz.

88 H 2703E—Red calf with black trim . . . . . \$8.44  
88 H 2704E—All flight blue calf . . . . . 8.44  
88 H 2705E—All black patent-like plastic . . . . . 5.97

**THE CUFFED PUMPS** . . . spiced by a button. Tapered toe, heel. Featherlite last. Leather sole, 2¼-in. heel. Wt. 1 lb. 9 oz.

*Sizes:* AA (narrow) in 7, 7½, 8, 8½ and 9. *State size and width.*  
*Sizes:* B (medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size, width.*  
54 H 6450—Red calfskin with black trim . . . . . Pair \$9.77  
54 H 6453—All flight blue calfskin . . . . . Pair 9.77  
54 H 6454—All black patent leather . . . . . Pair 9.77

**CABOCHON SPLENDOR** . . . caught and held in deep, fiery colors. Exotic gleams from a combination of simulated ruby, sapphire, emerald, amethyst, pearl stones. Safety catch.

4 H 3604E—2x2¼ inch costume pin . . . . . Shpg. wt. 2 oz. \$3.97  
Prices of numbers ending with E include 10% Fed. Excise Tax

**THREE-PIECE CASUAL COSTUME SUIT** . . . jacket, blouse, skirt . . . with the straight, simple boxy lines . . . excellent example of smart fashion at a price that makes little demand on your budget. The jacket (about 22 inches long) with novel side tabs and back belt, and the straight skirt are tailored of rayon and acetate tacia, a novel thick 'n' thin suiting. Sleeveless blouse is splatter print acetate taffeta that matches jacket lining. Dry clean. For hat, see page 18. Pin sold at left. *Misses' sizes* 8, 10, 12, 14, 16. *State size*.

017 H 8208—Sky blue; navy and white print  
017 H 8209—Navy blue; navy and white print  
Shpg. wt. 3 lbs. 11 oz. . . . . 3-piece suit \$13.50

Measure for Misses' Suits . . use How-to-Measure Page in green section, back of book



*fitting...easier to wear*



DACRON† (50%) AND ORLON\* (50%) for minimum care in a style that's easy to wear—indispensable to the traveller, the delight of business women everywhere. Sheds wrinkles easily, yet those precise pleats of the skirt stay in with remarkable tenacity—thanks to this miracle pincheck fabric. Jacket, about 22 inches long, has acetate taffeta lining and a convertible collar that may be worn open or closed. The polka dot accessories are sold on page 7.

Misses' sizes 10, 12, 14, 16, 18, 20. Please state your correct size. Shipping weight 3 pounds 1 ounce.

017 H 8212—Mist gray (medium).....\$19.50

† DuPont T.M. for polyester fiber \* DuPont T.M. for acrylic fiber



BLOUSED SUIT with shorter jacket . . in a tiny-textured pure wool worsted suiting. Make-believe pockets and front of jacket (about 21 in. long) have gleaming simulated brass buttons . . a Paris-inspired touch. Acetate and rayon crepe lining. Straight skirt. Polka dot accessories sold on page 7. Shpg. wt. 3 lbs. 1 oz.

Misses' sizes 10, 12, 14, 16, 18. State size.

017 H 8216—Navy blue 017 H 8217—Red  
\$3 down.....Each, cash \$29.50

LUXURIOUS SHEEN GABARDINE—the "aristocrat" of men's suit fabrics! Woven of supreme quality virgin wool worsted and treated with "Scotchgard" stain-repeller to resist both oil and water-borne stains. Superbly tailored with many hand-finished details. For more complete description see men's suit pages. State chest, waist, inseam. See chart "A" on men's suit pages, for sizes. Shipping weight 4 lbs. 12 oz.  
045 H 1345A—Dark blue.....\$49.50

Sears Easy Terms are available. See inside back cover for complete details.

ALL SEARS 15



## PASTEL TWEED *classics*



PASTEL TWEEDS used in women's and girls' suits, coat and skirt on these two pages are 100% virgin wool loomed and color-coordinated especially for Sears by the famous J. P. Stevens and Co. Mills.

ENDURING CLASSIC SUIT in pastel monotone tweed of pure virgin wool. The jacket (about 22 inches long) is tailored straight, easy-fitting, and has a true casual air. It's lined with acetate taffeta. Straight skirt has two pockets. For sweater, see our sweater section. Shpg. wt. 3 lbs. 7 oz.

Misses' sizes 10, 12, 14, 16, 18. State size.

017 H 8220—Sun yellow.....\$19.50  
017 H 8221—Pastel blue..... 19.50

RETURN OF THE PASTEL WOOL FELT HAT, a welcome fashion revival. A side-dipping cloche with grosgrain cockade and streamers. State color sun yellow, lt pink, pastel blue, lt. beige or white.

078 H 4930—Fits 21¾ to 22½ in. Wt. 1 lb. \$3.97



THE PASTEL COAT in lush-soft pure wool monotone tweed for a most impressive entry into the spring coat fashion scene. Side pleats for flare. Rayon and acetate taffeta lined. For gloves, see glove section.

Juniors' sizes 7, 9, 11, 13, 15, 17.

Misses' sizes 8, 10, 12, 14, 16, 18. State size.

017 H 3200—Sun coral

017 H 3201—Lt. beige 017 H 3202—Lt. navy

017 H 3203—Sun yellow

Wt. 4 lbs. 8 oz. \$2.50 down, Each, cash \$24.50

PASTEL SUIT FOR GIRLS of soft-toned 100% virgin wool tweed, beautifully tailored in lines of classic simplicity. The easy-fitting box jacket has tab-trimmed front and back, full rayon lining and simulated pearl buttons. The slimline skirt has elasticized waist at back to assure a smooth fit; back kick pleat and side zipper. Dry clean. Shpg. wt. 1 lb. 12 oz.

Girls' sizes 7, 8, 10, 12, 14. Please state size.

77 H 2458—Light beige.....\$13.00

77 H 2459—Pastel blue..... 13.00



ve a long fashion life



**MISSSES' CREW NECK PULLOVER**, easy fitting, long sleeved. 88% Australian wool, 10% kid mohair, 2% Shetland wool. Hand wash alone. For pin see page 14. See page 114 for measure-chart. Wt. 13 oz. *State size* 32, 34, 36, 38, 40.

7 H 9510—White.....\$6.77

7 H 9511—Mint green (lt.)... 6.77

7 H 9512—Sun yellow..... 6.77

7 H 9513—Light blue..... 6.77

**SLIM PASTEL WOOL TWEED SKIRT** has slash pockets in front, a back kick pleat. Side zip. Dry clean. For shoes, see shoe section.

*Misses' sizes* 10, 12, 14, 16, 18.

*State size*. Shpg. wt. 1 lb. 8 oz.

7 H 4593—Copen blue.....\$8.97

7 H 4594—Sun coral..... 8.97

**MEN'S LIGHTWEIGHT LAMB'S WOOL-SHETLAND SWEATER** in the new low-front, bell-sleeve style. Luxurious 85% Australian lamb's wool, 15% Shetland in baby shaker knit. Leather buttons. 2 set-in pockets. Hand wash alone. *State size* small (36-38-in. chest); medium (40-42); large (44-46).

33 H 1990—Light Oxford gray

33 H 1991—Tan heather

33 H 1992—Charcoal gray

Shpg. wt. 1 lb. 2 oz...Each \$11.70

For sport shirt, see men's shirt section.

**OUR BEST WOOL WORSTED FLANNEL SLACKS**. Treated with "Scotchgard" stain repeller. Pleats, zipper. *State size* 28, 29, 30, 31, 32, 33, 34, 35, 36; 38, 40-inch waist; 28 to 35-inch inseam. Shipping weight 1 lb. 11 oz.

45 H 3295—Medium gray.. \$13.80

See Green Pages in back of book for "How to Measure" for men's, misses', juniors' and girls' fashions.



**HER BIGON-THE-GO-HANDBAG**. We saw one in Italy, had it copied in rugged natural tan cotton with leather-like plastic trim. Outside pocket; rayon lining, inside zipper pocket. About 9½x11 in. 10% Fed. Exc. Tax included. Wt. 2 lbs.

88 H 295E—Med. brown trim.\$5.26

88 H 296E—Navy blue trim. . 5.26

88 H 297E—Black patent trim 5.26

For luggage, see luggage section



# neat and delightfully NAUTICAL

THE SOU'WESTER HAT is stitched linen-look rayon, with the rakish seafaring angle of the fisherman's hat. Beautifully shaped crown, the brim split in back, buttoned flat in front for a wind-blown look.

Fits sizes 21 $\frac{3}{4}$  to 22 $\frac{1}{2}$  inches. Please be sure to state color white, navy, beige, sea turquoise or black. Shpg. wt. 1 lb. 078 H 4920.....\$5.97

"SIGNAL FLAG" SCARF, a square of pure silk, the hand-screened flags in authentic code pattern. Edges are hand rolled. About 22x22 $\frac{1}{2}$  inches. Hand wash separately. Shipping weight 1 oz. 88 H 8240-Red, white and blue.....\$1.97

NAUTICAL LUCITE JEWELRY, sparkling as bouncing waves. Gold color accents. 1-in. earrings. 8-in. bracelet sports gold color anchor charm.

For necklace and bracelet. State all white, red and white, navy and white. 4 H 3612E-Set (necklace, earrings). Wt. 4 oz..\$1.84 4 H 3613ME-Necklace. Shpg. wt. 3 oz.....\$1.00 4 H 3615ME-Bracelet. Shpg. wt. 3 oz.....\$1.00 4 H 3614E-Clip earrings. White only. Shipping weight 2 ounces....\$1.00

10% Fed. Ex. Tax incl.



NOTE: 045 means shipped from Philadelphia or Chicago. Order, pay postage from mail order house

18 SEARS ALL

EASIER-GOING JACKET trimly detailed with surf white buttons, jaunty patch pockets. Of 100% wool, Mitin® mothproofed. About 27 in. long. Dry clean. Unlined. Shpg. wt. 1 lb. Misses' sizes 10, 12, 14, 16, 18. State size.

07 H 7939-Navy blue.....\$10.75 07 H 7935-Bright red..... 10.75

SAIL-WHITE ARNEL SHARKSKIN SKIRT makes a good first mate for any jacket or blouse. Durably pleated all around to ripple as if a sea breeze were brushing by. Side zipper. Hand wash separately. Shpg. wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18. State size.

07 H 4597-White.....\$6.97

MEN'S NAVY-BLUE BLAZER of year-around weight 100% virgin wool flannel. For "smooth sailing" clear through summer—on deck or on shore—in style and comfort. Patch pockets, brass buttons, rayon lining; vent in back.

WHITE WASH-AND-WEAR SLACKS of year-around-weight 75% Orlon, 25% rayon flannel. Continuous waistband, pleats; zipper. State coat chest size: Regulars 35 to 46-in., Shorts 36 to 42-in., Longs 38 to 46-in. State slack size 28, 29, 30, 31, 32, 33, 34, 35, 36; 38, 40-in. waist; 28 to 35-in. inseam. Indicate waist. Shpg. wts. Coat: 3 lbs. 6 oz. Slacks: 1 lb. 12 oz.

045 H 1696-Dark blue coat.....\$29.50 045 H 3190-White flannel slacks..... 8.20



## ..nice way to look

THE COAT DRESS WITH A SALTY AIR (shown at right) : white-white Arnel sharkskin and striped Everglaze® cotton. Sailor collar with button-in bib; brass buttons; 8-gore skirt. Set-in pockets; button-on belt tab in back. Hand wash separately, drip dry . . . needs little ironing; resists wrinkles. Spectator pumps sold in shoe section . . . see index. Sun glasses sold on page 20. Shipping weight 1 lb. 12 oz. *Misses' sizes 10, 12, 14, 16, 18. Order correct size.*  
031 H 5402—White with red and white striped trim.....\$8.74

THE LEEWARD SIDE OF FASHION (shown below) in fine quality cotton. A very smart, young-looking dress! Long, molded bodice with pearl-like buttons fore and aft . . . unpressed pleated skirt. Long back zipper. Hand wash separately. Shipping weight 1 lb. 8 oz. *Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size.*  
031 H 6150—Navy blue with white braid trim.....\$9.74      031 H 6151—White with navy blue braid trim.....\$9.74



Measuring instructions for Misses' and Juniors' sizes in green section in back of book.



# family resemblance is marked

**NAUTICAL KNIT SHIRTS.** Combed cotton with alternating jersey and mesh knit stripes. Washable. No-iron rib knit collar and cuffs. Mitered raglan sleeves. Side vents. Wt. 10 oz.

*Men's shirt sizes:* small (34-36-in. chest); medium (38-40); large (42-44). *State size.*

33 H 1778—Men's shirt. Red-white. Each \$3.80

33 H 1779—Men's shirt. Navy-white. Each 3.80

*Boys' shirt sizes:* 8, 10, 12, 14, 16, 18.

43 H 4105—Boy's shirt. *State color* red-white or navy-white. *State size.* ..... Each \$2.40

**MEN'S BEACHCOMBER PANTS AND BOY'S SURF PANTS.** Latest in beach or leisure wear. Tailored for comfort, rugged wear in white cotton gabardine. Smart red and black stripes. Tapered legs have jaunty side-vents. Zipper front with extension-tab waistband. Mercerized, Sanforized, max. shrinkage 1%.

*Men's beachcomber sizes:* 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38-inch waist. *State size.*

33 H 2306—Men's Beachcomber. Wt. 15 oz. \$4.80

*Boys' surf pants sizes:* 8, 10, 12, 14, 16, 18.

*Please state size wanted. Shpg. wt. 10 oz.*

43 H 2988—Boys' Surf Pants. .... \$2.80



**THE FRENCH NAVY'S BERET** copied to give you a chance to wear the jauntiest of all naval style headgear. White linen-look rayon with red topknot, grosgrain streamers, and a rib-knit navy headband that fits all sizes. Shipping weight 3 oz.

078 H 4905—White with red and navy. .... \$1.97

**J.C. HIGGINS SPORTSMAN'S SPIGOT JUG.** This travel-wise, triple-insulated shipmate keeps drinks icy cold or piping hot 6 to 8 hours—twice as long as regular jugs. Snap-tite stopper, aluminum cap, enameled steel jacket, porcelain liner.

6 H 7360—Holds 5 quarts. Shpg. wt. 7 lbs. \$7.77

**THE SUNGLASSES,** a Sears exclusive. In the jaunty, sea-faring mood... molded plastic frames equipped with two anchors. Green-tinted lenses filter out 97% of infra red, ultraviolet rays. *State white with red; black, turquoise or navy with white.*

4 H 6507—Shpg. wt. 4 oz. .... \$2.77

Talk about easy operation plus modern 35mm camera styling—the TOWER "51" is it! Coupled rangefinder; f:2.8 lens; speeds to 1/300 sec. Rapid film advance—no double exposures! See camera section for case, flash, complete camera details.

3 H 051—Shpg. wt. 2 lbs. \$6.00 down. Cash \$56.50





# in NAUTICAL fashions



**MARINER'S MIDDY**, a spray-white, cotton knit pullover with a flag-striped bib and a collar copied right off a sailor's back. The rib knit hem makes it as trim worn above the shorts as tucked beneath them. Hand washable to pass inspection. A sea-worthy separate that will chart a smart course with the shorts below.

**BEST MATE SHORTS** in navy blue to splice with the knit top. Of rugged, washable, Sanforized cotton gabardine that won't shrink over 1%. Note the seaman-styled drop front pointed up with "officer's brass" buttons of shiny, copper-plated plastic. Whether their relaxing is done on sea, lake or lawn all the feminine company will look their fashionable best rigged out in these nautical style shorts.

## For the Skipper's Lady

**PULLOVER** .. *State Misses' size* small (10-12); medium (14-16); large (18). Shipping wt. 7 oz.  
**7 H 7780**—White with navy blue and red trim.....\$2.83  
**SHORTS** .. *State Misses' size* 10, 12, 14, 16, 18. Shpg. wt. 8 oz.  
**7 H 6586**—Navy blue....\$2.83

## For the Cabin Girl

**PULLOVER** .. *State Girl's size* small (7-8); medium (10); large (12-14). Shipping weight 7 oz.  
**77 H 4495**—White with navy blue and red trim.....\$2.27  
**SHORTS** .. *State Girl's size* 7, 8, 10, 12, 14. Shpg. wt. 7 oz.  
**77 H 4491**—Navy blue....\$2.27

## For the Youngest Crew Member

**PULLOVER** .. *State size* Small (3-4); Medium (5-6); Large (6x). Shpg. wt. 5 oz.  
**29 H 5840**—White with navy blue and red trim.....\$1.97  
**SHORTS** .. *State size* 3, 4, 5, 6, or 6x. Shipping wt. 6 oz.  
**29 H 5841**—Navy blue...\$1.97

## The Elgin Boat

For the boat shown as well as a complete line of boats, motors, and other sporting goods items see sporting goods section.

## Canvas and Rubber Sport Shoes

For the family's sport shoes see men's, women's, and children's shoe sections.

For measuring instructions, see green pages in back of book. Sears Easy Terms are available, please see inside back cover.



# the fashion sun shines



THE SKIRTED PLAYSUIT costumes you for sun and fun in washable cotton poplin. With skirt on, you have a sundress. Alone, contoured suit is a sleek fashion asset. Back zipper, adjustable straps, back patch pocket. Use sash interchangeably.

Misses' sizes 10, 12, 14, 16, 18. State size. 07 H 6046—Sun yellow with gold and coral. Shpg. wt. 2 lbs. . 2-piece set \$9.97

THE BEAUTIFUL SUNDRESS in Everglaze® cotton. Back has deep square neckline, bows on midriff bands. Unpressed pleated skirt; back zipper. Bodice lining matches trim. Hand wash separately. Yellow sandals sold on page 4. For hosiery, see opposite page. Shipping weight 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. State size. 031 H 5011—Sun gold print.....\$7.74

"HUG-ME-TITE" SWIMSUIT flatters any age, any figure underlined with fabulous Sea Star construction. (Features and measure-chart on page 105.) Elasticized Bengaline (acetate, cotton, rubber) with soft permanent-pleat white nylon draped cuff. Adjustable straps tuck away. State size 32, 34, 36, 38. Shpg. wt. 1 lb. 3 oz.

07 H 175—Sun coral.....\$16.50  
07 H 176—Sea turquoise..... 16.50  
07 H 177—Black..... 16.50

BIG, FLUFFY BEACH TOWELS... glamorous accessories to your summer sunning in handsome three-color dobby stripe pattern with gold-color metallic overlay check.

State washfast color coral, yellow and antique gold on white or aqua, blue and moss green on white... each with metallic. 96 H 3057—36x72 in. Wt. 1 lb. 13 oz..\$4.77

Jewelry on these 2 pages sold on page 25B. Sears Easy Terms on inside back cover.





# on the bright **SUN COLORS**



Sun-color-co-ordinated 3-some with matching belt.  
**WASHABLE SHIRT.** Cotton, acetate and rayon slub-effect with decorative, woven-in, vertical stripe. *State shirt neck size* Small (14-14½), Medium (15-15½), Large (16-16½), Extra-large (17-17½).  
**WASH-AND-WEAR SLACKS** of tropical 55% Dacron, 45% rayon, linen-look fabric. Pleats, zipper. *State slack size* 28, 29, 30, 31, 32, 33, 34, 35, 36; 38, 40-in. waist; 28 to 35-in. inseam. (*Indicate waist*).  
**THREE-PC. SET:** Shirt, slacks and belt. *State sizes.*  
 45 H 4217—Black and maize. Wt. 3 lbs. 4 oz. \$12.50

**SUNNY SHIRT AND SHORTS** banded by brilliant, blazing color belong together as do sea and shore. Back pleats blousing from smooth shoulder yoke give shirt additional fashion interest. Shorts have fly-front zipper closing, 2 side-seam pockets.  
**THE PRINT SHIRT** . . fine quality washable cotton. *State Misses' size* 10, 12, 14, 16, 18. Shpg. wt. 7 oz.  
 7 H 6738—Sun coral, gold and white . . . \$3.27  
**THE JAMAICA SHORTS** . . washable cotton poplin. *State Misses' size* 10, 12, 14, 16, 18.  
 7 H 6584—Sun coral. Shipping weight 9 oz. . . \$2.83

**ROYAL PURPLE SEAMLESS BEAUTIFILM NYLONS** in new tints. Our sheerest (15 denier, 474 needle) with nude heel and slight reinforcement at toe.  
*State color* Sun coral, Sun yellow and Sea aqua. *State size* 8½, 9, 9½, 10, 10½, 11.  
 75 H 7044—Wt. 2 oz. Pair \$1.08

**LACY STRAW BAG** FROM ITALY, light and fluffy as a soufflé, woven with little multicolor beads. Big, roomy pouch shape is about 13½x9¾ in. Rayon lining. Shpg. wt. 1 lb. 4 oz. 10% Fed. Excise Tax included.  
 88 H 1551E—Sun yellow . . \$5.76  
 88 H 1552E—White . . . 5.76

**PURE SILK CHIFFON SQUARE** adds a bright flutter to any outfit. About 29x29 in., hand rolled edges. Hand wash separately. From Japan. Shpg. wt. 2 oz.  
 88 H 8241—Sun yellow to sun coral on white . . . \$1.97  
 88 H 8242—Sea aqua to turquoise on white . . . \$1.97

**ADAGIO KID FLATTIE** with hidden sweater collar. Leather sole, ¾-in. heel. Shpg. wt. 1 lb. 6 oz. *Sizes:* AA (narrow) width 6 to 9. *Sizes:* B (medium) width 5 to 9. Half sizes too. *State size, width.*  
 54H7548A—White (*in B only*)  
 54H7547—Sea turquoise  
 54H7546—Sun yellow. Pair \$6.77

**OUR LYRIC LIPSTICK AND NAIL ENAMEL** in new Sun Coral shade. Gleaming golden tones to highlight fashionable sun colors. Lustrous, long-lasting lipstick in elegant jeweler's bronze case. 10% Federal Tax included. Shpg. wt. 2 oz.; 4 oz.  
 8 H 5741E—Lipstick . . . \$1.00  
 8 H 5700E—Nail Enamel . . . 59c

How-to-Measure instructions for Misses' and Juniors' sizes in green section, back of book.



fun clothes with the



THE DANCING DRESS with a big, flounced skirt and a long sash! Can be worn on or off shoulders . . . elastic in neckline, sleeves and waist. Washable cotton that resists wrinkles . . . drip dry, needs only a touch of the iron. Jewelry sold on page 25B. Order correct size . . . for measuring instructions, see green section in back of this catalog.  
Misses' sizes 8, 10, 12, 14, 16; Juniors' 7, 9, 11, 13, 15.

031 H 1642—Sun coral on sea turquoise blue. Shpg. wt. 2 lbs. . . \$4.97

**[A]** BRIGHT JEWELRY of sham tropical fruits and white sea shells. Lei necklace 15½ in., wt. 3 oz. 2¾ screw-back earrings, wt. 2 oz. 10% Fed. Excise tax included.  
4H3609E—Set (necklace and earrings). Wt. 5 oz. . . \$2.77  
4H3610E—Necklace . . \$2.00 4H3611E—Earrings . . 1.00

WICKER BASKET BAG FROM SPAIN, with a riot of fruit and flowers for a fiesta air. Rigid handle, shutter top, about 10x5 in. Unlined. 10% Fed. Exc. tax included.  
88 H 1550E—Natural tan. Shpg. wt. 1 lb. 8 oz. . . \$3.44

COTTON SAILCLOTH PLAY SHOES, pretty plain or with fanciful clip-on. Machine washable. Soft cushion insole; rubber sole. For other colors, see shoe section.  
Sizes: C (medium wide) 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Please be sure to state size. Shipping wt. 1 lb.  
76 H 9986A—Sun coral. Clip-on not included. Pair \$2.83  
54 H 53—Fruit Cluster Clip-on. Wt. 2 oz. . . Pair 47¢

\* max. fabric shrinkage 1%



RUFFLY BLOUSE, cotton with cotton lace. Elasticized neck. Hand wash; Sanforized\*. Misses' sizes 10, 12, 14, 16, 18. State size. 07 H 5977—White. Shpg. wt. 7 oz. . . \$4.77  
COTTON SATEEN PANTS . . cotton broadcloth cummerbund detaches. Washable, Sanforized\*. State Misses' size 10, 12, 14, 16, 18. 7 H 5978—Black with sun gold cummerbund. Shipping weight 12 oz. . . \$6.77

**[B]** IMPORTED ITALIAN BEACH HAT. Hand woven straw-like braid, lollipop dots of gay raffia. Fits 22 to 23 in. Shpg. wt. 1 lb. 078 H 4925—White with multicolor. . . \$3.57



# gay CARIBBEAN flavor



ISLAND ROMANCE SUN-SET goes in for a swim when you remove its cotton jacket. Cotton satin suit with print cummerbund has Sea Star features (measure-chart, features on page 105). Elastic back panels; acetate jersey underpant. Straps adjust. *State size* 32, 34, 36, 38, 40. Jewelry, page 25B.

THE SWIMSUIT. Shipping wt. 15 oz.  
07 H 178—Sun gold.....\$14.50  
07 H 179—Sea turquoise..... 14.50

JACKET . . hand wash alone. Wt. 6 oz.  
07 H 180—Harmonizing multicolor \$6.77

TERRY-LINED CABANA SET FOR DAD AND SON. Swell for the swim . . . and after-swim cover up. Washfast, Sanforized cotton in striped Caribbean pattern. Jacket is waist-length, terry cloth lined, with shirred elastic at sides. White terry collar and cuffs. Matching Swim Trunks have boxer waistband, full knit support, drawstring. Men's trunks fully lined. For sandals, see shoe section.

BOY'S SET Just Like Father's. *Sizes* 8, 10, 12, 14, 16, 18. Please state boy's size. Shipping weight 15 ounces.  
43 H 2982—Sea turquoise  
43 H 2983—Red  
Each.....\$5.74

MAN'S SET. *State trunk size*, small (28-30 in. waist); medium (32-34); large (36-38). Topper in corresponding sizes. Shipping weight 1 lb. 6 oz.  
33 H 3680—Sea turquoise \$7.80  
33 H 3681—Red..... 7.80

TWO-PIECE TROPICAL FUN-WEAR . . sensational anywhere the sun shines! Take a fanciful plaid top . . add color-cued walking shorts . . wrap smartly with an intriguing sash and you're ready to play at any vacation spot. Back-buttoned cotton poplin top is elasticized at the shoulders and sleeves (wear on or off shoulders). Cotton shorts have fly front zipper closing, two side pockets. Washable . . max. fabric shrinkage less than 2%. *Misses' sizes* 8, 10, 12, 14, 16. *State size*. Shpg. wt. 1 lb. 2 oz.  
07 H 6049—Turquoise shorts with sun color plaid top. . . . Set \$6.77

Misses' measurement chart for blouses and playpants in green section, back of book. For Sears Easy Terms see inside back cover.



JEWELRY *is important in*



### Ropes . . bibs . . chunky pins for the PARIS look

**A** THE ROPE'S THE THING! . . . to give that definite 1958 hallmark to your costumes. Reviving the big fashion of the fabulous "20's" the modern necklace in a magnificent marriage of opulent fake pearls and glistening, faceted crystal beads . . . and touched with gold color. 54-in. rope (shown double looped) begging to be draped around a lovely throat. Matching miniature form beads for the shower earrings.  
4 H 3616E—54-inch rope. Shpg. wt. 3 oz. \$9.97  
4 H 3617E—Clip earrings, Shpg. wt. 2 oz. 2.97

**C** CORO'S BIB IN COSTUME COLORS caught in a garland of simulated baroque pearls and "frozen-light" beads. Recalling colors and subtle hues of early dawn and twilight. A rare alliance of faceted crystal, tinged givree, knobby baroque and smooth simulated pearls. Bib adjusts 14 to 16½ in. *State* light blue, golden beige, coral rose, or horizon gray.  
4 H 3623E—Bib and earrings. Wt. 4 oz. \$6.50  
4 H 3624E—4-row bib. Shpg. wt. 3 oz. 4.97  
4 H 3625E—Clip earrings. Shpg. wt. 2 oz. 2.00

**B** THE BIB OF FAKE PEARLS is the pet of Paris. Ours are shimmering white simulated fresh water pearls, smart with sweaters, dresses, plunging neckline blouses. Choose graduated bibs or uniform choker. Necklaces shpg. wt. 3 oz.; bracelet wt. 3 oz.; earrings wt. 2 oz.  
4 H 3618E—5-row bib. Adj. 13½-16½ in. \$4.97  
4 H 3619E—3-row bib. Adj. 13½-16½ in. 2.97  
4 H 3620E—1-row choker. Adj. 13-16 in. 1.00  
4 H 3621E—1½-in. clip back earrings. 2.00  
4 H 3622E—4-row uniform spiral bracelet. 2.00

**D** CHUNKY PIN AND EARRINGS capture the season's smart Sea and Sun Colors. Perfect accents for your spring, summer costumes. Pin with safety catch combines satin finish simulated pearls with sun coral and sea turquoise simulated stones. Clip earrings of simulated pearl and one contrast color; *state* turquoise and pearl, coral and pearl, or all pearl.  
4 H 3626E—Pin, earring set. Wt. 2 oz. \$4.60  
4 H 3627E—2-inch baroque pin. Wt. 2 oz. 2.97  
4 H 3628E—1½-in. earring. Wt. 2 oz. 2.00



### A wave of SEA COLORS in jewelry, too!

**E** BIB OF OVAL BEADS swirled and dipped in colors of the sea, sparkled with tiny simulated pearls. Lovely and luminescent as the changing sea. Necklace adjusts 15½-19 in. *State* sea turquoise, yellow, or pink.  
4 H 3629ME—3-row choker. Shpg. wt. 3 oz. \$4.97  
4 H 3630ME—4-row choker. Shpg. wt. 3 oz. 7.50  
4 H 3631ME—Clip back earrings. Shpg. wt. 2 oz. 1.00  
4 H 3632ME—Bracelet. 7½ in. Shpg. wt. 3 oz. 2.00

**F** SEA ANEMONES . . dainty enameled blossoms with sparkling rhinestone centers and a world of charm. *State* sea turquoise, sun yellow, white or black.  
4 H 3637ME—Necklace, earring set. Wt. 4 oz. \$4.60  
4 H 3638ME—Necklace adj. to 15½ in. Wt. 3 oz. 2.97  
4 H 3640ME—2 row bracelet. 6¾ in. Wt. 3 oz. 2.00  
4 H 3639ME—Clip Earrings 1¼-in. Wt. 2 oz. 2.00

**G** COLORFUL PLAQUES . . in soft drops of beauty. A symphony of color keyed to muted loveliness. *State* gold color with turquoise, pink or white.  
4 H 3633ME—Necklace, earring set. Wt. 4 oz. \$3.74  
4 H 3634ME—Necklace adj. 12-16 in. Wt. 3 oz. 2.00  
4 H 3636ME—Bracelet 7-in. 1¼ in. wide. Wt. 3 oz. 2.00  
4 H 3635ME—Earrings 1-in. clip backs. Wt. 2 oz. 2.00

All prices on this page include 10% Federal Excise Tax



# the fashion picture



## NAUTICAL and very colorful for fashion accent

**[H] NAUTICAL COLORS**... suggesting row on row of rippling waves. Brightly decked with fresh, bold colors. *State* gold color with red and white, navy and white, or all white. Neat anchor shape earrings.  
4 H 3641ME—Necklace, earring set. Shpg. wt. 4 oz. \$3.74  
4 H 3642ME—Necklace adj. from 13½ to 16½ in. 2.00  
4 H 3644ME—Bracelet, 7 in. safety chain. 2.00  
4 H 3643ME—Earrings, 1½-in. clip ease. 2.00  
Bracelet wt. 3 oz.; earrings, wt. 2 oz.; necklace, wt. 3 oz.

**[J] PSEUDO SEA SHELL FANTASY**... weaving spells of South Sea climes. Twin links of beauty... soft gleaming gold color shells highlighted by colored and white shells. *State* white, coral pink or charcoal.  
4 H 3645ME—Necklace, earring set. Wt. 4 oz. \$2.77  
4 H 3646ME—Necklace adj. to 16½ in. Wt. 3 oz. 2.00  
4 H 3648ME—Bracelet... 7 in. Shpg. wt. 3 oz. 2.00  
4 H 3647ME—Clip Earrings... 1½-in. Wt. 2 oz. 1.00

**[K] NAUTICAL CHARM BRACELET** catches tides of compliments with 9 assorted charms. 7-in. bracelet.  
4 H 3649E—Gold and enamel colors. Wt. 3 oz. \$2.00

**[L] TWIN ANCHOR PINS** for clear sailing into the fashion picture. White enamel with gold color metal rope.  
4 H 3650E—1½-in. Shpg. wt. 2 oz. \$1.00  
4 H 3651E—1½-in. clip earrings. Shpg. wt. 2 oz. 1.00  
All prices on this page include 10% Federal Excise Tax



## SUN and FUN inspire new jewelry fashions

**[M] CORO'S SUNSHINE DAISIES** to garland the fashions of spring. Light, pliant plastic sparkled with aurora rhinestone centers. *State* sun yellow, pink coral, turquoise or white.  
4 H 3652ME—Necklace, earring set. Wt. 4 oz. \$3.74  
4 H 3653ME—Necklace only, adjusts to 16½ in. Shpg. wt. 3 oz. \$2.00  
4 H 3654ME—Clip earrings, 2½ in. Wt. 2 oz. 2.00  
4 H 3655ME—Bracelet, 7 in. Shpg. wt. 3 oz. 2.00

**[N] SUN DISCS**... shot with hot, intense color. Round globes gleaming with gold color rims for a radiant mood. *State* gold color with sea turquoise, coral, sun yellow, pink or white.  
4 H 3656ME—Necklace, earring set. Wt. 4 oz. \$2.77  
4 H 3657ME—Necklace adj. 16 in. Wt. 3 oz. 2.00  
4 H 3659ME—Bracelet, 8 in. Shpg. wt. 3 oz. 1.00  
4 H 3658ME—Clip earrings, 1-in. Wt. 2 oz. 1.00

**[P] HOOP EARRINGS AND NECKLACE**... spell excitement for the woman who wants a whirl of attention created by fierce, blatant colors. Enjoy the daring mood of dangling, big hoop earrings. *State* banana yellow, hot orange or tropical red sparked with gold color bead links.  
4 H 3660ME—Necklace, earrings set. \$1.84  
4 H 3661ME—Necklace adjusts 13½-18 in. 1.00  
4 H 3662ME—Earrings, 1¼ inches. 1.00  
Necklace wt. 3 oz.; earrings wt. 2 oz.; set wt. 4 oz.

**[R] CHARM BRACELET.** Exotic with rhythm. Your pulse skips a beat with 7 gay Caribbean-styled charms. Lovely gold and enameled colors.  
4 H 3664E—Bracelet, 7½ in. Wt. 3 oz. \$1.00

**[S] NATIVE DANCER SCATTER PINS**... gay little dancing figures done in bright enamel, gold color metal and rhinestones. Pins have safety catch. Shipping weight 2 ounces.  
4 H 3663E—Pair of pins, 2-in. size. \$1.00

**[T] CORO'S 60-INCH DOUBLE ROPE** of exotic splendor enticing a flamboyant mood. Hot, almost glowing colors draped around a beguiling throat... spelling keen adventure. Long and lyrical. Stark white and assorted colored beads. Clasp with rhinestone accents.  
4 H 3665E—Rope. Shipping weight 3 oz. \$3.97  
4 H 3666E—Clip earrings, 1¼-in. Wt. 2 oz. 2.00

Black crepe dress on opposite page... artful, indispensable dress in your wardrobe may be purchased on page 28. Color-rich Sun Coral dress at right may be purchased on page 36. Add accessories: rope, earrings.





PURE SILK . .  
intrinsic elegance

[A] \$15.50 10 to 20

[B] \$19.50 10 to 20



CHIFFON . . billowy and beautiful

[C] \$15.50 10 to 18

[D] \$14.70 10 to 18





**A** THE PURE SILK PRINT . . it's everything you look for, everything you love in a shirtwaist dress. The fabric is smooth silk that has a soft luster . . the print is new and distinctive. The dress is a skillfully tailored step-in with a lining of acetate taffeta from waist to below hips; unpresed pleated skirt; 2-inch hem. Dry clean.  
Misses' sizes 10, 12, 14, 16, 18, 20. Shipping weight 2 pounds.  
031 H 7790—Royal blue and black on white. Order correct size. \$15.50  
031 H 7791—Sea aqua blue and green on white. Order correct size. 15.50

**B** THE PURE SILK CREPE . . elegant example of the new supple look, with a relaxed softness of bodice and skirt, an important new neckline. The fabric is the finest silk we've ever had . . soft-lustered, crepe-textured . . beautiful in black or navy. Detachable silk organza around neckline; acetate taffeta lining from waist to below hips. Long zipper and kick pleat in back; 2-inch hem. Dry clean.  
Misses' sizes 10, 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 8 oz. State size.  
031 H 7797—Black. \$19.50 031 H 7798—Navy blue. \$19.50

**C** THE LATE DAY CHIFFON, beautiful and billowy in exceptionally fine rayon. The top of the dress is finely pleated, with a full lining and attached petticoat of acetate taffeta. The midriff is moulded with rayon and cotton faille. Very full skirt with 3-inch hem; long back zipper. Dry clean. Shipping weight 2 pounds.  
Misses' sizes 10, 12, 14, 16, 18. Measure; order correct size.  
031 H 7851—Delft (medium) blue \$15.50 031 H 7852—Black \$15.50

**D** THE NEW PLAID CHIFFON . . a seascape of subtle color . . a superior quality sheer pima cotton, Tebilized® for wrinkle-resistance. A perfectly beautiful dress with a beguiling bow and billowing skirt . . nicely detailed in back with a deep V neckline, button closing to below waist. Nylon net petticoat included. Hand wash.  
Misses' sizes 10, 12, 14, 16, 18. Shipping weight 1 lb. 10 oz.  
031 H 7771—Sea aqua green and blue plaid. Order correct size. \$14.70

SHOWN ON THIS PAGE

**E** THE JACKETED DRESS in Dacron† and rayon . . a magnificent, finely ribbed fabric with a shantung texture . . sheds wrinkles, needs little ironing. The fashionable, slim dress (see sketch) has a snap-in jabot of white nylon organdy edged with lace; cuffed front yoke . . in back, a long zipper and kick pleat. The trim little jacket has a buttoned tab in back. Hand wash . . quick drying. Order correct size.  
Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 2 lbs. 6 oz.  
031 H 7844—Navy. 2-pcs. \$19.50 031 H 7845—Black. 2 pcs. \$19.50

**F** THE NEW SUIT DRESS perfected in our finest blend of cotton and Orlon\* . . sheds wrinkles, needs little ironing. Handsomely tailored, easy-fitting jacket with tucked front, soft gathers above back waistline . . snap-in shoulder pads. Slim skirt with back kick pleat, 2-in. hem. Ornament included. Hand wash; drip dry. Shpg. wt. 2 lbs.  
Misses' sizes 12, 14, 16, 18, 20. Measure; order correct size.  
031 H 7792—Beige. \$14.70 031 H 7793—Navy blue. \$14.70  
† DuPont T.M. for polyester fiber \* DuPont T.M. for acrylic fiber



THE PRETTY POUCH BAG is rayon peau de soie with gold-plated frame, gold-color metal leaf with rhinestones. Rayon satin lining and coin purse. Bag about 9x5½ inches. Price includes 10% Federal Excise Tax. Shipping weight 1 pound.  
88 H 237E—Black. \$5.26 88 H 238E—Navy blue. \$5.26

THE TALL DRAPED TURBAN of straw-like cloth is smart and new with folds of rayon satin. An iridescent rhinestone sunburst sparkles at your hairline. Please state color white, beige, pink, black, or navy.  
078 H 4935—Fits 21¾ to 22¾ inches. Shipping weight 11 oz. \$5.97

SHIRRED, DOUBLE WOVEN NYLON GLOVES finely sewn with half-pique seams (much more finger slimming, comfortable). Bolton thumb. Smart length (about 15½ in.). Hand wash. State size 6½, 7, 7½, 8. Wt. 3 oz.  
88H5502—Beige \$2.83 88H5500—White \$2.83 88H5501—Black \$2.83



The beautiful NEW BLENDS

- |   |   |
|---|---|
| <b>E</b> Dacron and Rayon<br>\$19.50 10 to 18 | <b>F</b> Cotton and Orlon<br>\$14.70 12 to 20 |
|---|---|

MEASURE AND BE SURE . . to determine your correct size, see the measuring instructions and charts on page 1420. Sears Easy Terms are available on purchases of \$20 or more . . see inside back cover for details.





[A] \$14.70 12 to 20

[B] \$16.50 10 to 18

NEWS!

The Straight Line Silhouette



[C] \$12.70  
10 to 18

[D]  
\$13.70  
8 to 16

MORE  
NEWS!  
The  
Low Back  
Dress





**A THE EMBROIDERED DRESS**

... another very wearable version of the new silhouette that has no point of stress anywhere, but everywhere a great effect of slenderness. The fabric is an exquisite Schiffli-embroidered linen-look rayon. Moderately low square neckline and long zipper in back; adjustable side ties. Back kick pleat; 2-inch hem. Dry clean. *Measure; order correct size.*  
Misses' sizes 12, 14, 16, 18, 20.  
Shipping weight 2 lbs. 6 oz.  
031 H 7848—Beige.....\$14.70  
031 H 7849—Light blue. 14.70  
031 H 7850—Pink..... 14.70

**B THE TWO-PIECE DRESS**

our best acetate and rayon crepe... a smooth surfaced fabric in a rich-looking navy or black. Here is the new, straight line silhouette at its best and most wearable. The overblouse top has a very smart cowl neckline and a button-trimmed yoke... in back, a slightly scooped, banded neckline with a little fabric bow. The pleated skirt has a smooth, all-around hip yoke, 2-inch hem. Dry clean. *Order correct size.*  
Misses' sizes 10, 12, 14, 16, 18.  
Shipping weight 2 lbs.  
031 H 7846—Navy.....\$16.50  
031 H 7847—Black..... 16.50

**C THE FLOWER PRINT**

in sea or sun colors on light, airy cotton lawn... a beautiful, billowy summer fashion. Its deep-plunging back does an about face and becomes a modest bateau neckline (see front view). All-around midriff; unpressed pleated skirt; long back zipper. Hand wash separately... Tebelized® for wrinkle-resistance. *Please measure; order correct size.*  
Misses' sizes 10, 12, 14, 16, 18.  
Shipping weight 2 lbs.  
031 H 7116—Sea turquoise blue print on white.....\$12.70  
031 H 7117—Sun coral print on white.....\$12.70

**D THE BLACK CREPE DRESS**

fashioned with a new feeling of formality and elegance. The back is cut almost to the waist; the front has a high, draped yoke. The fabric is beautiful rayon and acetate crepe with a very fine pebbled texture. Back half-belt with rhinestone buckle; long zipper; full lining of acetate taffeta. Dry clean. *Order correct size.*  
Misses' sizes 8, 10, 12, 14, 16.  
Shipping weight 1 lb. 14 oz.  
031 H 7114—Black.....\$13.70

TAIL MISSES' DRESSES are found on pages 5, 32, 33, 36, 37, 40, 41, 63, 65, 66, 68, 70.

MEASURE TO BE SURE... order the size that will fit you best; see instructions and charts on page 1420. Use Sears Easy Terms... see inside back cover.



\$12.70 10 to 18

\$12.70 12 to 20

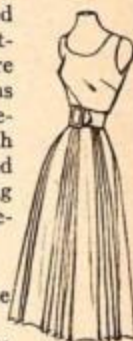
\$12.70 10 to 18

**THE CASUAL... fashioned with a new, softer prettiness**

**THE WHITE COLLAR DRESS**... cotton and Cupioni® rayon that looks like silk shantung. The detachable collar is crisp cotton pique with lace and nylon velvet ribbon, bow in back... even the velvet washes! Becoming long, pointed bodice in front and back; full skirt of unpressed pleats; back zipper. Hand wash separately. *Order correct size.* Shpg. wt. 1 lb. 12 oz.  
Misses' sizes 10, 12, 14, 16, 18.  
031 H 7118—Navy blue.....\$12.70  
031 H 7119—Black..... 12.70

**THE STEP-IN SHIRTWAIST** in a fine new shantung-textured rayon and cotton fabric. This dress has the smart detailing that keeps the shirtwaist a favorite fashion... new tab front, double pockets, back shoulder yoke with box pleat. Convertible collar; roll-up sleeves; skirt of unpressed pleats. Dry clean. *Measure; order correct size.* Shpg. wt. 2 lbs. 3 oz.  
Misses' sizes 12, 14, 16, 18, 20.  
031 H 7121—Navy blue.....\$12.70  
031 H 7122—Sea turquoise blue 12.70  
031 H 7123—Light cocoa brown 12.70

**THE JACKETED DRESS** brightened with polka dots... in Arnel® and cotton... a wonderful, new, easy-care fabric that needs little ironing, shuns wrinkles. Brief jacket with double-breasted look; sleeveless dress with clusters of stay-in pleats all around the skirt... scoop neckline and long zipper in back. Hand wash separately; drip dry. Shpg. wt. 2 lbs.  
Misses' sizes 10, 12, 14, 16, 18.  
031 H 7124—Black with turquoise blue  
031 H 7125—Navy blue with red  
*Order correct size..... 2 pcs. \$12.70*



\* Triacetate fiber, T.M. Celanese Corp.





## LACE . . beautifully envisioned for your important moments



**THE JACKETED DRESS** . . our finest cotton lace over rustling taffeta (acetate and rayon). A very pretty, young-looking outfit that sheds its jacket and unfurls its full skirt when music sets you dancing. The dress has a deep scoop neckline in back with long zipper . . bow-trimmed taffeta bands circle the Empire bodice . . the same detail edges the brief jacket. Crinoline petticoat included. Dry clean. Shipping wt. 3 lbs.

*Misses' sizes 8, 10, 12, 14, 16, 18; Juniors' sizes 7, 9, 11, 13, 15, 17. Order correct size.*

031 H 08008—Lt. open blue    031 H 08009—Pink  
031 H 08010—Ivory                Each . . . \$19.50

**THE DREAM DRESS** for the most wonderful moments of your life! It is beautifully fashioned in nylon and acetate lace. The long, moulded bodice has a scalloped square neckline in back with a huge butterfly bow at the waistline. The very full gathered skirt (about 33 inches long) has a pleated nylon net insert in front (pleats stay!); ruffled net underskirt. Long back zipper. Entire dress is fully lined with rayon and acetate taffeta. Dry clean. Shpg. wt. 3 lbs.

*Misses' sizes 8, 10, 12, 14, 16, 18. State size.*  
031 H 08011—White    031 H 08012—Light blue  
\$3.00 down . . . . . Each, cash \$26.50

**THE TIMELESS LACE DRESS** that makes a very smart appearance on important occasions all year 'round. It is very well made in exquisite nylon and acetate lace over rayon and acetate taffeta. The neckline is becoming to everyone. The skirt flares gracefully, has two pleated inserts of nylon net in front (pleats stay!); 2-inch hem. Ornaments; fabric belt. Dry clean. Shpg. wt. 2 lbs. *Order correct size.*

*Half sizes 12½, 14½, 16½, 18½, 20½, 22½.*  
031 H 8017—Dusty pink over dusty pink. \$17.50  
031 H 8018—Powder blue over powder blue. 17.50  
031 H 8019—Light gray over pink . . . . . 17.50





### The Look . . sophisticated or sweet

**THE DRAMATIC PANEL SILHOUETTE**, a dress of filmy silk organza, fully lined with rayon and acetate taffeta. Sheer yoke has scalloped cuff all around, deep V neckline in back. Pleated cummerbund is attached. Slim skirt is circled with scalloped tiers . . attached sheer panels begin at waistline. Long back zipper; 2-inch hem. Dry clean.

Shpg. wt. 1 lb. 8 oz. *Order correct size.*  
*Misses' sizes 12, 14, 16, 18, 20.*

031 H 8020—Black 031 H 8022—Lt. blue  
 031 H 8021—Champagne beige. Ea. \$19.50

**THE GAY, YOUNG LOOK** . . beautiful flocked flower border design on filmy white nylon that is as crisp and smooth as organdy. The entire dress is lined with rayon and acetate taffeta. Bow-trimmed bands of nylon velvet circle the waist. Scalloped scoop neckline, long zipper in back . . scallops all around hemline of the billowy skirt. Dry clean. Wt. 2 lbs.

*Juniors' sizes 7, 9, 11, 13, 15.*

031 H 08025—Black on white  
 031 H 08026—White and med. sky blue on white. . . . . *State size.* Each \$16.50



### Prettiess . . for those gala evenings

**THE PLEATED LACE DRESS** . . white nylon and acetate lace over pastel rayon and acetate taffeta. Surplice bodice; taffeta cummerbund-effect; pleated full circle skirt about 33 in. long . . pleats stay! V-neckline, long zipper in back. Dry clean.

*Misses' sizes 10, 12, 14, 16, 18, 20.* Shipping wt. 3 lbs.

031 H 08030—Lt. pink with white  
 031 H 08031—Lt. blue with white  
 031 H 08032—All white

*Order correct size. . . Each \$15.50*

*Half sizes 12½, 14½, 16½, 18½, 20½, 22½.* Shpg. wt. 3 lbs.

031 H 08040—Lt. pink with white  
 031 H 08041—Lt. blue with white  
 031 H 08042—All white

*Order correct size. . . Each \$16.50*

**THE FLOATING PANEL DRESS** in wonderful nylon tricort chiffon with full lining of rayon and acetate taffeta. Softly shirred Empire bodice has all-around midriff with embroidered daisies and beading in front . . back panels drift to hemline. Very full gathered skirt over nylon net is about 33 inches long. Long back zipper. Dry clean.

Shipping weight 2 pounds.

*Misses' sizes 10, 12, 14, 16, 18.* Measure; order correct size.

031 H 08033—Light blue

031 H 08034—Pink

031 H 08035—White

Each. . . . . 19.50



## COTTON LINE-UP

in colorful formation

SHOWN ON OPPOSITE PAGE

**A** THE DEMURELY COLLARED DRESS in a beautiful printed cotton broadcloth that needs little ironing, resists wrinkles. This princess silhouette has interesting new back detail . . . tab-belt with unpressed pleats below . . . V-neckline, long zipper. Cotton velvet bow; side-seam pockets. Hand wash separately; drip dry. Measure; order correct size. Shipping weight 1 lb. 12 oz. Misses' sizes 12, 14, 16, 18, 20. 031 H 5477—Violet, blue and green print with blue bow (as shown) . . . \$9.54

**B** THE TWO-PIECE CASUAL in handsome cotton satin with a geometric pattern of tiny squares and dots. The fabric is of superior quality combed cotton; mercerized for lasting luster; wrinkle-resistant. The sleeveless top is very smart with its band collar and white rick-rack. The slim skirt has a kick pleat in back. Hand wash separately. The red, red rose is included. Order correct size. Shpg. wt. 1 lb. 12 oz. Misses' sizes 10, 12, 14, 16, 18. 031 H 6380—Black and white print. . . \$9.74 Tall Misses' sizes 12T, 14T, 16T, 18T, 20T. 031 H 6480—Black and white print. . . \$10.74

**C** THE FULL-SKIRTED SILHOUETTE in excellent quality cotton broadcloth with dyed-to-match lace. A delightful dress for summer afternoons and evenings, fashionably detailed with a deep V neckline in back and a series of little fabric bows (see sketch). Long bodice, tucked in front and back; gathered skirt; back zipper. Hand wash. Bag sold on page 23. Shpg. wt. 1 lb. 10 oz. Misses' sizes 10, 12, 14, 16, 18. 031 H 7129—Lt. blue 031 H 7130—Lt. pink Order correct size. . . Each \$11.70

**D** THE SEA COLOR PRINT . . . another example of the season's beautiful blending of blues and greens . . . here in a fine quality cotton. This dress is very smart and useful . . . big, tab-trimmed patch pockets, full gathered skirt . . . scoop neckline and long zipper in back. Fabric belt; 2-inch hem. Hand wash. The gloves are sold on page 10. Please measure; order your correct size. Shipping weight 1 pound 1 ounce. Misses' sizes 12, 14, 16, 18, 20. 031 H 4477—Sea blue and green print. \$6.74

**E** THE SUN PRINCESS DRESS . . . wonderful for a summer cruise, or anyplace under the sun. Dramatically fashioned with a bright nylon chiffon scarf that can be worn any number of ways . . . we've pulled it through the looping and draped it over the shoulders. Boned bodice (can be worn without scarf); big 12-gore skirt. The fabric is embossed cotton in a glorious sunflower print. Washable. Shpg. wt. 1 lb. 8 oz. Misses' sizes 10, 12, 14, 16, 18. 031 H 4475—Sun gold and orange print on white; orange scarf. Order correct size. \$6.74

More fashions for Tall Misses on pages 5, 36, 37, 40, 41, 63, 65, 68, 70. More low-priced cotton dresses for Misses on pages 62, 63, 66 through 71.

MEASURE AND BE SURE . . . to determine your correct size, see the measuring instructions and charts on page 1420. Sears Easy Terms are available . . . see inside back cover.

It's so easy and convenient to telephone your orders. Phone numbers and locations of the Catalog Sales Offices and Catalog Sales Departments are listed on pages 1391 to 1393.



\$9.74 10 to 18

\$8.74 10 to 20

\$9.54 14T to 20T

\$12.70 12 to 20

\$13.70 12T to 20T

Details are the feature of the fashion story here

THE BLOUSED PANEL BACK gives a smart, relaxed look to this slim, step-in dress. Gold-color metal buttons; white nylon chiffon ascot; side-seam pockets. Skirt has fly front; kick pleat, 2-inch hem. Fine cotton broadcloth . . . hand wash separately. Wt. 1 lb. 12 oz. Misses' sizes 10, 12, 14, 16, 18. 031 H 6377—Sea turquoise blue 031 H 6378—Black 031 H 6379—Sun coral Order correct size. . . Each \$9.74

THE BRAID TRIMMED DRESS in a princess silhouette, newly fashioned with an exceptionally pretty collar. The fabric is finely ribbed combed cotton faille. Plain gored back with long zipper. Collar goes all around. 2-inch hem. Hand wash separately. Order correct size. Shpg. wt. 1 lb. 9 oz. Misses' sizes 10, 12, 14, 16, 18, 20. 031 H 5502—Light green. . . \$8.74 031 H 5503—Red. . . 8.74 031 H 5504—Medium blue. . . 8.74 Tall Misses' sizes 14T, 16T, 18T, 20T. 031 H 5682—Light green. . . \$9.54 031 H 5683—Red. . . 9.54 031 H 5684—Medium blue. . . 9.54

THE SLIM, TUCKED DRESS . . . all gentle lines, casual good looks. Fine cotton with all-over tucking. Detachable collar of white linen-look rayon. Hand wash. Shipping wt. 1 lb. 6 oz. Misses' sizes 12, 14, 16, 18, 20. Order correct size. 031 H 7126—Navy blue 031 H 7127—Turquoise blue 031 H 7128—Red. Each \$12.70 Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size. 031 H 7146—Navy blue 031 H 7147—Turquoise blue 031 H 7148—Red. Each \$13.70





**B**  
\$9.74  
10 to 18  
\$10.74  
12T to 20T

**A** \$9.54 12 to 20



**C** \$11.70 10 to 18

**D** \$6.74 12 to 20



**E**  
\$6.74  
10 to 18

For Jewelry shown,  
see pages  
25A and 25B





\$10.74  
12 to 20

**100% Dacron\* Batiste**

*Little ironing . . . pleats stay!*

TUCKS AND PLEATS in a dress of superb simplicity . . . unusual versatility. The front of the bodice and sleeves have fine tucks; square neckline is moderately low in back. The full skirt has a flow of stay-in pleats. Lightweight wrinkle-resistant Dacron. Hand wash separately; drip dry . . . needs little ironing. A perfect travel companion. *Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 8 oz.*  
031 H 6372—Powder blue. . . . \$10.74  
031 H 6373—Beige. . . . 10.74  
031 H 6374—Pink. . . . 10.74

\*DuPont trademark for polyester fiber

T-strap pumps sold on page 4



\$10.74 10 to 18

\$12.70 12 to 18

\$12.70 12 to 20

**Arnel and Cotton . . . drip dry, needs little ironing**

THE COAT DRESS . . . woven checks, textured with raised, nubby lines. A wide collar curves over shoulders and back . . . buttoned panel is white linen-look rayon. Unpressed pleated skirt; 2-inch hem. Arnel and cotton . . . hand wash separately. *Order correct size. Misses' sizes 10, 12, 14, 16, 18.*  
031 H 6375—Black and white  
031 H 6376—Brown and white  
Wt. 1 lb. 8 oz. . . . Each \$10.74

THE BLACK DRESS with the beautiful white yoke that is tucked all around; black nylon velvet ribbon threads cotton lace applique. The full skirt is wide-flared, with unpressed front pleats; slash pockets . . . tucked front bodice. In Arnel and cotton . . . resists wrinkles . . . hand wash. Shipping weight 1 lb. 8 oz. *State size. Misses' sizes 12, 14, 16, 18.*  
031 H 7131—Black. . . \$12.70

THE PLEATED SKIRT DRESS with an interesting new neckline . . . front collar drapes in a soft tie; skirt whirls wide with tiny stay-in pleats. In easy-care Arnel and cotton that is wrinkle-resistant . . . hand wash. *Misses' sizes 12, 14, 16, 18, 20. Order correct size. Shipping wt. 1 lb. 12 oz.*  
031 H 7136—Lt. lilac. . . \$12.70  
031 H 7137—Light blue 12.70  
031 H 7138—Lt. green. 12.70

For more easy-care fashions, please see our no-iron Arnel jersey dresses shown on pages 7, 36, 55, 58.



in beautiful new dresses . . with ironing the least of your worries!



\$8.74 10 to 18

\$9.54 10 to 18



\$9.54 10 to 18

\$12.70 10 to 18

### .. a wonderful new easy-care blend

**THE WIDE CUFFED DRESS** in a softly lustered woven check. Its simple lines are accented by detachable cuffs of white linen-look rayon, cross band neckline, and a wide-flaring skirt. Long back zipper. In new, easy-care Arnel and cotton that resists wrinkles . . needs little ironing. Hand wash separately. Drip dry. *State size.* Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 10, 12, 14, 16, 18.  
031 H 5475—Pink and white.. \$8.74  
031 H 5476—Black and white.. 8.74

**THE BEAUTIFUL WRAP-AROUND**, finely detailed, with a deep Gainsborough collar; wide belt above a romantically full skirt. Side-seam pocket; belt buckle of simulated gold. Flower not included. In ever-fresh, wrinkle-resistant Arnel and cotton that needs little ironing. Hand wash separately; drip dry. *Order correct size.* *Misses' sizes* 10, 12, 14, 16, 18. Shipping weight 1 pound 10 oz.  
031 H 5517—Light lilac..... \$9.54  
031 H 5518—Light green..... 9.54

### 65% Dacron and 35% Cotton

**THE CLASSIC SHIRTWAIST** stays crisp and poised in easy-care Dacron\* and cotton. It has a button-down collar; back shoulder yoke with action-fullness below; a swing of unpressed pleats in skirt. Wrinkle-resistant . . hand wash separately; drip dry . . little ironing. *State size.* Shpg. wt. 1 lb. 10 oz. *Misses' sizes* 10, 12, 14, 16, 18.  
031 H 5478—Light blue..... \$9.54  
031 H 5479—Sun yellow..... 9.54  
031 H 5480—Light lilac..... 9.54

\* DuPont trademark for polyester fiber

**THE SASHED SHIRTWAIST** with a bodice that has stay-in pleats all across the back . . an easy-living dress in easy-care Dacron and cotton. Full skirt of unpressed pleats; jaunty sash of tie-print rayon . . self fabric belt also. Wrinkle-resistant . . needs little ironing. Hand wash separately; drip dry. *Order correct size.* Shpg. wt. 1 lb. 9 oz. *Misses' sizes* 10, 12, 14, 16, 18.  
031 H 7153—Light blue..... \$12.70  
031 H 7154—Light beige..... 12.70  
031 H 7155—Light pink..... 12.70







\$9.74 10 to 18

\$7.74 10 to 18, \$8.54 12T to 18T

### The softened, Slim Silhouette

THE PLEATED DRESS with the beautiful easy manners inherent in Arnel jersey . . . needs no ironing, resists wrinkles, travels without a care. Attached cummerbund and very full skirt of tiny accordin pleats . . . scoop neckline and long zipper in back. Hand wash separately; drip dry . . . pleats stay. Shpg. wt. 2 lbs. 4 oz. Misses' sizes 10, 12, 14, 16, 18. Please measure; order correct size.

031 H 6381—Sun coral . . . \$9.74  
031 H 6382—Sea aqua blue . . . 9.74

Other Arnel jersey dresses in Misses' sizes on pages 7 and 55.

THE DRAPED BODICE DRESS perfect for year-round wear in excellent quality acetate and rayon crepe that has a very fine rib. The long bodice has shirring at sides, all-around hip band . . . detachable white cuffs and overcollar of finely ribbed cotton. Dry clean. Please measure; order correct size. Shpg. wt. 1 lb. 12 oz. Misses' sizes 10, 12, 14, 16, 18.

031 H 5486—Black . . . \$7.74

031 H 5487—Navy blue . . . 7.74

Tall Misses' 12T, 14T, 16T, 18T.

031 H 5677—Black . . . \$8.54

031 H 5678—Navy blue . . . 8.54



\$13.70  
10 to 18

\$10.74 10 to 18

\$11.74 12T to 20T



### Back Interest . . new fashion dividend

THE BACK BOW DRESS in fine, shantung-textured rayon and cotton. The fashionable polka dots ingeniously reappear at the front of the dress in a pleated insert that has the look of a cummerbund. Bodice has smooth-fitting front midriff; long back zipper . . . back kick pleat; 2-inch hem. Dry clean. Order correct size. Shpg. wt. 1 lb. 12 oz.

Misses' sizes 10, 12, 14, 16, 18.

031 H 6384—Navy blue with navy polka dots on white ground. \$10.74

031 H 6385—Black with black polka dots on white ground. \$10.74

Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.

031 H 6484—Navy blue with navy polka dots on white ground. \$11.74

031 H 6485—Black with black polka dots on white ground. \$11.74

THE BACK PANEL DRESS in filmy rayon chiffon, completely lined with acetate taffeta. A sophisticated dress with an engaging, soft look. Bodice is intricately made with insets of shirring in the front and all around the back. (see small view). Panel can drift free or be tied in a bow. Long back zipper; full skirt. An unusual value . . . only \$13.70. Dry clean. Order correct size. Shpg. wt. 1 lb. 12 oz.

Misses' sizes 10, 12, 14, 16, 18.

031 H 7139—Medium blue . . . \$13.70

031 H 7140—Black . . . 13.70

Tall fashions . . . for more dresses selected especially for Tall Misses see pages 5, 32 and 33, 40 and 41, 63, 65, 66, 68, 70. (2½ inches added length)





\$10.74 8 to 16; 7 to 15

\$8.74 12 to 20 \$9.54 12T to 20T

### The very wearable Two-piece Dress

THE NEW EASED SILHOUETTE, so fashionable this season, beautifully exemplified in this smart 2-piece outfit. The button-back overblouse is tweed-look rayon and acetate; its detachable overcollar and sleeve edging are white linen-look rayon. . . braid trim; rayon satin bow; mock pockets. The tapered skirt of solid color linen-look rayon has a back kick pleat; 2-inch hem. Hand wash separately. Shipping wt. 2 lbs.

Misses' sizes 8, 10, 12, 14, 16; Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size.

031 H 6386—Black and white. \$10.74  
031 H 6387—Navy and white. 10.74

THE SOFT DRESSMAKER LOOK . . cotton and rayon with a bonan-like texture and a subtle luster. The jacket has pretty details . . rhinestone-trimmed fabric bows; a flattering collar with scallops in front, rows of cording all around. Slim skirt has a back kick pleat. Hand wash separately. State size. Wt. 1 lb. 9 oz.

Misses' sizes 12, 14, 16, 18, 20.

031 H 5512—Navy blue. . . . . \$8.74

031 H 5513—Lilac. . . . . 8.74

031 H 5514—Light spice brown. 8.74

Tall Misses' 12T, 14T, 16T, 18T, 20T.

031 H 5679—Navy blue. . . . . \$9.54

031 H 5680—Lilac. . . . . 9.54

031 H 5681—Light spice brown. 9.54

Washability terms are explained on page 1396. You can buy all your clothes and accessories on Sears Easy Terms . . see inside back cover for complete information. Order regularly and get your Sears Catalogs regularly.



\$10.74 12 to 20

\$9.54 12 to 20

### The beloved Shirtwaist Dress

THE COOL MESH DRESS . . durable, easy-care acetate and nylon . . needs only the least bit of ironing. This smart step-in style is very well made with a detachable overcollar of white linen-look rayon; set-in pockets; back kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. Order your correct size. Misses' sizes 12, 14, 16, 18, 20.

031 H 6389—Powder blue. . . \$10.74

031 H 6390—Navy blue. . . . 10.74

031 H 6391—Dusty rose. . . . 10.74

THE FLOWER PRINT DRESS in rayon and silk . . smooth, soft lustered fabric, light as a breeze. Fly-front step-in style with puffed sleeves, full gathered skirt; 2-inch hem. Silk chiffon ascot. Hand wash separately. Shipping weight 1 lb. 4 oz.

Misses' sizes 12, 14, 16, 18, 20.

Measure; order your correct size.

031 H 5490—Sea turquoise and blue print on white ground. . . . \$9.54

031 H 5491—Pink and bright rose print on white ground. . . . \$9.54

Measure and Be Sure . . see the measuring instructions and charts on page 1420.





**A**  
\$6.74  
10 to 20  
\$7.54  
12T to 20T



**E**  
\$6.74  
12 to 20

\*DuPont T.M. for Polyester fiber

40 SEARS PCBMN



**B** \$6.74 10 to 20



**C** \$6.74 12 to 20 \$7.54 12T to 20T

**D** \$6.74 12 to 20 \$7.54 12T to 20T

## More Dresses that cost so little, look so nice

**A** THE JACKET AND DRESS ENSEMBLE. Sleeveless dress is combed cotton and Cupioni® rayon . . a smooth, softly lustrous fabric that needs little ironing. It has a front midriff, hip pockets; low neckline, zipper and kick pleat in back . . 2-inch hem. Cut-away jacket of linen-look rayon and acetate has black, white, and matching woven stripes. Hand wash separately. Order correct size. Shipping wt. 1 lb. 4 oz. Misses' sizes 10, 12, 14, 16, 18, 20.  
031 H 3639—Beige . . . . . 2 pieces \$6.74  
031 H 3640—Light blue . . . . . 2 pieces 6.74  
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.  
031 H 3509—Beige . . . . . 2 pieces \$7.54  
031 H 3510—Light blue . . . . . 2 pieces 7.54

**B** DUCO-DOTTED ACETATE AND RAYON . . firm and lustrous fabric, with a satin-weave back. Step-in dress . . white rayon faille overcollar and flower; flared 2-gore skirt. Dry clean. Shipping wt. 1 lb. 7 oz. Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.  
031 H 3641—Navy blue with white dots . . . . . \$6.74

**E** LINEN-LOOK RAYON AND ACETATE. The slim monogram dress . . brightly flashed with a square of red silk, and white linen-look rayon edging. Soft, flattering pleat at hips . . set-in pockets; long back zipper. Back kick pleat, 2-inch hem. Cut-out simulated monogram. Dry clean. Shipping weight 1 lb. 3 oz. Misses' sizes 12, 14, 16, 18, 20. Order correct size.  
031 H 3645—Navy . . \$6.74 031 H 3646—Black . . \$6.74

**C** DACRON® AND COTTON in a pretty print. The dress has a finely tucked bodice, fabric flower, and multi-gored umbrella-tucked skirt for flattering flare. Washable . . needs little ironing. Please measure; order correct size. Shipping wt. 1 lb. Misses' sizes 12, 14, 16, 18, 20.  
031 H 3642—Red and blue print on white . . . . . \$6.74  
031 H 3643—Black and red print on white . . . . . 6.74  
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.  
031 H 3542—Red and blue print on white . . . . . \$7.54  
031 H 3543—Black and red print on white . . . . . 7.54

**D** FINE COMBED COTTON AND CUPIONI® RAYON with a shantung texture. The tailored coat dress in tiny flower print has tab pockets, white silk scarf; back kick pleat, 2-inch hem. Hand wash separately. Order correct size. Shipping weight 1 pound. Misses' sizes 12, 14, 16, 18, 20.  
031 H 3644—Lt. rose, blue and white on navy . . \$6.74  
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.  
031 H 3514—Lt. rose, blue and white on navy . . 7.54

For other cottons and a good selection of budget-priced dresses in Misses' sizes, see our budget section . . pages 60 through 71. For Tall Misses' sizes, see pages 5, 32, 33, 36, 37, 63, 65, 66, 68, 70.

MEASURE AND BE SURE . . it takes only a few minutes to determine your correct size. Instructions and charts can be found on page 1420.



## THE PRETTY CASUAL in fine fabrics that wash

**A** THE NEW 1-PIECE DRESS with the lowered belt . . . a silhouette that defines the figure in one supple, unbroken line. Fine quality linen-look rayon with detachable collar and cuffs; organdy bow; back kick pleat; 2-in. hem. Hand wash separately. Handbag and shoes are sold on page 14.

*Misses' sizes 8, 10, 12, 14, 16. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shpg. wt. 1 lb. 6 oz.*  
031 H 5515—Medium gray plaid with black . . . \$8.74

**B** THE NEW 2-PIECE DRESS in linen-look rayon with tweedy flecks . . . casually fitted in the straight silhouette. Top buttons in back; skirt has high waistband; back kick pleat. Nylon scarf. Hand wash. Bead rope jewelry sold on page 12.

*Misses' sizes 8, 10, 12, 14, 16. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shipping weight 2 lbs.*  
031H7141—Sea aqua with white flecks . . . 2-pcs. \$12.70  
031H7142—Navy blue with white flecks . . . 2-pcs. 12.70

SHOWN ON OPPOSITE PAGE

**C** THE POLKA DOT DRESS in cotton and Cupioni® rayon with a shantung texture. Smart, set-in cummerbund; gathered skirt; 2-inch hem. Long back zipper. Hand wash separately. Shipping wt. 1 lb. 6 oz.

*Misses' sizes 8, 10, 12, 14, 16. Order correct size.*  
031 H 5488—Light blue with white duco dots . . . \$7.74  
031 H 5489—Pink with white duco dots . . . 7.74

**D** THE SAILOR-COLLAR DRESS in linen-look rayon with grosgrain trim. Button front; set-in pockets; wide-flaring skirt. Hand wash separately.

*Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.*  
031 H 5495—Light blue 031 H 5496—Navy blue  
031 H 5497—White. Shpg. wt. 1 lb. 12 oz. Each \$7.74

**E** THE CLASSIC SHIRTWAIST DRESS in linen-look rayon, with simple lines and expensive details. Back kick pleat; 2-inch hem. Silk square and extra fabric buttons included. Hand wash separately.

*Misses' sizes 12, 14, 16, 18, 20. Order correct size.*  
031 H 6227—Copen blue 031 H 6229—Beige  
031 H 6230—Pink. Shpg. wt. 2 lbs. . . . Each \$9.74

**F** THE TAB-TRIMMED DRESS in cotton and acetate with woven lines and nubs. Flared skirt; back zipper. Rhinestone pins on tabs. Hand wash separately.

*Misses' sizes 12, 14, 16, 18, 20. Order correct size.*  
031 H 5492—Copen blue 031 H 5493—Navy blue  
031 H 5494—Orchid. Shpg. wt. 1 lb. 6 oz. Each \$8.54

**G** THE SHADOW-PLAID DRESS in lustrous, light-weight cotton and nylon. Smart stand-away collar; gathered skirt, 2-inch hem. Hand wash separately.

*State Misses' size 8, 10, 12, 14, 16. Wt. 1 lb. 8 oz.*  
031 H 5451—Mist gray 031 H 5452—Dusty rose  
031 H 5453—Dusty (medium) blue . . . Each \$7.74

**H** THE ENSEMBLE in linen-look rayon with matching braid and rhinestone trim. Versatile, unlined coat; dress with soft pleats in front of skirt and smooth 3-gore back; 2-inch hem. Hand wash separately.

*Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.*  
031 H 5498—Luggage tan 031 H 5499—Navy blue  
Shpg. wt. 2 lbs. 10 oz. . . . 2-pc. outfit only \$8.74

**J** THE SLEEVELESS SHIRTWAIST DRESS with a dividend of back interest in an unexpected long button-trimmed tab. Well made in linen-look rayon. Silk square; back kick pleat; 2-in. hem. Hand wash separately.

*Misses' sizes 10, 12, 14, 16, 18. State size.*  
031 H 5481—Lilac 031 H 5483—Light beige  
031 H 5482—Pink. Shpg. wt. 1 lb. 10 oz. . . Each \$7.74

**K** THE PRINTED SHIRTWAIST DRESS a casual beauty in lustrous acetate and cotton pongee. Bodice has deep back yoke, fullness below; gathered skirt; side-seam pockets. Hand wash separately. Wt. 1 lb. 11 oz.

*Misses' sizes 12, 14, 16, 18, 20. Order correct size.*  
031 H 5484—Sea blue and navy on natural color \$9.54  
031 H 5485—Orange and brown on natural color 9.54

**A** \$8.74 8 to 16; 7 to 15

**B** \$12.70 8 to 16; 7 to 15

## THE STRAIGHT AND NARROW LOOK





\$10.74 8 to 16; 7 to 15

\$8.74 12 to 20 \$9.54 12T to 20T

### The very wearable Two-piece Dress

**THE NEW EASED SILHOUETTE**, so fashionable this season, beautifully exemplified in this smart 2-piece outfit. The button-back overblouse is tweed-look rayon and acetate; its detachable overcollar and sleeve edging are white linen-look rayon. . . braid trim; rayon satin bow; mock pockets. The tapered skirt of solid color linen-look rayon has a back kick pleat; 2-inch hem. Hand wash separately. Shipping wt. 2 lbs.

*Misses' sizes 8, 10, 12, 14, 16; Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size.*

031 H 6386—Black and white. \$10.74  
031 H 6387—Navy and white. 10.74

**THE SOFT DRESSMAKER LOOK** . . cotton and rayon with a honan-like texture and a subtle luster. The jacket has pretty details . . . rhinestone-trimmed fabric bows; a flattering collar with scallops in front, rows of cording all around. Slim skirt has a back kick pleat. Hand wash separately. *State size. Wt. 1 lb. 9 oz.*

*Misses' sizes 12, 14, 16, 18, 20.*

031 H 5512—Navy blue. . . . . \$8.74

031 H 5513—Lilac. . . . . 8.74

031 H 5514—Light spice brown. 8.74

*Tall Misses' 12T, 14T, 16T, 18T, 20T.*

031 H 5679—Navy blue. . . . . \$9.54

031 H 5680—Lilac. . . . . 9.54

031 H 5681—Light spice brown. 9.54

Washability terms are explained on page 1396. You can buy all your clothes and accessories on Sears Easy Terms . . . see inside back cover for complete information. Order regularly and get your Sears Catalogs regularly.



\$10.74 12 to 20

\$9.54 12 to 20

### The beloved Shirtwaist Dress

**THE COOL MESH DRESS** . . durable, easy-care acetate and nylon . . . needs only the least bit of ironing. This smart step-in style is very well made with a detachable overcollar of white linen-look rayon; set-in pockets; back kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 12 oz. *Order your correct size.*

*Misses' sizes 12, 14, 16, 18, 20.*

031 H 6389—Powder blue. . . \$10.74

031 H 6390—Navy blue. . . . . 10.74

031 H 6391—Dusty rose. . . . . 10.74

**THE FLOWER PRINT DRESS** in rayon and silk . . smooth, soft lustered fabric, light as a breeze. Fly-front step-in style with puffed sleeves, full gathered skirt; 2-inch hem. Silk chiffon ascot. Hand wash separately. Shipping weight 1 lb. 4 oz.

*Misses' sizes 12, 14, 16, 18, 20.*

*Measure; order your correct size.*

031 H 5490—Sea turquoise and blue print on white ground. . . . . \$9.54

031 H 5491—Pink and bright rose print on white ground. . . . . \$9.54

Measure and Be Sure . . . see the measuring instructions and charts on page 1420.



## Cottons forecast a beautiful summer

with a cool, bright, spic-and-span look



**A** \$6.74 10 to 20

**B** \$6.74 12 to 20

**A** COTTON SATIN stays firm and lustrous, shuns wrinkles. Expensively detailed dress with fine tucks on bodice and buttoned belt; unpressed pleats in skirt. Moderately scooped neckline in back. Washable. Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size. Shipping weight 1 lb. 2 oz. 031 H 4473—Rose pink 031 H 4474—Medium wedge-wood blue. . . . . Each \$6.74

**B** DOTTED SWISS with pastel flower print. A soft, pretty dress, with a surplice bodice and full skirt of unpressed pleats. V-neckline and long zipper in back; 4-inch hem. Washable. Misses' sizes 12, 14, 16, 18, 20. Order correct size. Shipping weight 1 pound. 031 H 4491—Pastel print on white. . . . . \$6.74 031 H 4492—Pastel print on light pink. . . . . \$6.74

**C** CHINO COTTON . . a lustrous, firmly woven fabric, perfect for the slim, action-gear shirtwaist dress. Back shoulder yoke with soft fullness below; dashing polka dot cummerbund. Back kick pleat, 2-inch hem. Washable, wrinkle-resistant . . needs little ironing. Shipping weight 1 pound 3 ounces. Misses' sizes 10, 12, 14, 16, 18. Please order correct size. 031 H 4493—Light blue; navy with white dots. . . . . \$6.74 031 H 4494—Black; red with white dots. . . . . 6.74 031 H 4495—Sand beige; brown with white dots. . . . . 6.74 Tall Misses' sizes 12T, 14T, 16T, 18T. Order correct size. 031 H 4593—Light blue; navy with white dots. . . . . \$7.54 031 H 4594—Black; red with white dots. . . . . 7.54 031 H 4595—Sand beige; brown with white dots. . . . . 7.54

For explanation of washability terms, see page 1396. You can buy your entire wardrobe or anything in this book on Sears Easy Terms . . see inside cover for complete details.



**C** \$6.74 10 to 18 \$7.54 12T to 18T



**D** \$6.74 8 to 16

**E** \$6.74 12 to 20 \$7.54 12T to 20T

**D** FINE QUALITY GINGHAM . . the dress with a salty air. White sailor collar of linen-look rayon; bright red tie echoed by a touch of red at the hip pockets. Back kick pleat, 2-in. hem. Fabric belt included. Washable. Wt. 1 lb. 14 oz. Misses' sizes 8, 10, 12, 14, 16. Please order correct size. 031 H 4487—Black and white woven checks. . . . . \$6.74

**E** DAN RIVER WRINKL-SHED® COMBED COTTON with a dobby-weave design. Dri-Don finish . . needs little ironing. Washfast; fabric won't shrink over 1%. Coat dress with roll-up sleeves; back shoulder yoke, pleated back bodice; unpressed pleated skirt, 2-inch hem. Shpg. wt. 1 lb. 3 oz. Misses' sizes 12, 14, 16, 18, 20. Please order correct size. 031 H 4481—Light rose and tan woven stripe on white. . \$6.74 031 H 4482—Light blue and tan woven stripe on white. . 6.74 Tall Misses' 12T, 14T, 16T, 18T, 20T. Order correct size. 031 H 4581—Light rose and tan woven stripe on white. . \$7.54 031 H 4582—Light blue and tan woven stripe on white. . 7.54



SHOWN ON OPPOSITE PAGE

**D** THE EMBROIDERED DRESS in beautiful, fine-count cotton . . . dramatically styled for important moments. Deep tucks around bodice, bouffant sleeves, and billowing gathered skirt. Low square neckline and zipper in back; 2-inch hem. Hand wash separately. Shipping weight 2 lbs. 8 oz. Order correct size. Juniors' sizes 5, 7, 9, 11, 13, 15. Use measurement chart on page 44. 031 H 7611—White 031 H 7612—Pink 031 H 7613—Lt. blue . . . Each \$17.00

**E** THE PANELED PRINCESS DRESS in combed, mercerized cotton . . . a pretty pastel, with tiny tucks and dyed-to-match lace. Full skirt has side and back yoke. Hand wash separately. Shpg. wt. 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15, 17. Please measure; order correct size. 031 H 7050—Light pink . . . \$12.70 031 H 7051—Light blue . . . 12.70

**F** THE DRESS AND SWEATER . . . something bright and new . . . the Orlon® sweater in a gay flower print . . . a beautiful complement to the slim dress of fine quality linen-look rayon . . . dress has side-seam pocket, back kick pleat. Hand wash separately. Juniors' sizes 9, 11, 13, 15, 17. Order correct size. Shpg. wt. 2 lbs. 031 H 7082—White dress; pastel print sweater . . . \$13.70 031 H 7083—Sea aqua green dress; pastel print sweater . . . \$13.70

**G** THE JACKETED DRESS in billowy, lustrous cotton and silk. The jacket has dolman sleeves, fabric buttons. The dress is sleeveless with a wide cummerbund to accent full skirt of unpressed pleats; low scoop neck, zipper in back. Dry clean. Shipping wt. 1 lb. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. Please measure; order correct size. 031 H 7080—Lt. blue dress; lt. blue, gray and white plaid jacket . . . \$12.70 031 H 7081—Black dress; black, gray and white plaid jacket . . . \$12.70

**H** THE FLOWERED SHIRTWAIST in easy-care 65% Dacron, 35% cotton. A love of a dress . . . dainty tucked bodice has inverted pleat in back; convertible collar . . . vivid sash on a swirl of full skirt. Hand wash separately, drip dry, needs little ironing; resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15, 17. Use measurement chart on page 44. Order correct size. Shpg. wt. 2 lbs. 031 H 7608—Sun yellow and orange print on white; orange sash . . . \$15.50 031 H 7609—Light and dark moss green on white; moss green sash . . . \$15.50

Jewelry sold on pages 25A and 25B; bags sold in bag section; hats sold in millinery section.

Party dresses for juniors on pages 30 and 31. More new, straight line fashions sold on pages 2, 3, 5, 38, 44, and 48.

MEASURE AND BE SURE . . . see measurement charts on page 1420. For details on Sears Easy Terms, see inside back cover. Order regularly; get your Sears catalogs regularly.

Order with confidence . . . order by phone . . . Everything Sears sells is guaranteed to satisfy. Phone numbers and locations of Sales Office and Sales Departments in retail stores on pages 1391 to 1393.



**A**  
\$18.50  
7 to 15

**B**  
\$13.70  
9 to 15

**C**  
\$9.54  
9 to 17

## The Outfit . . . for the complete look

**A** THE SUIT AND BLOUSE, in the newer, straighter silhouette. Woven check jacket and skirt, solid color blouse, are beautifully tailored in ever-fresh, wash-and-wear Dacron\* and cotton. Collarless jacket has front facing, back vent, pockets. Blouse with soft rounded collar, fabric buttons; slim skirt with back kick pleat, 2-inch hem. Hand wash separately, drip dry; little ironing . . . resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15. State size. Shpg. wt. 2 lbs. 4 oz. 031 H 7605—Med. blue with black and white; lt. blue blouse . . . \$18.50 031 H 7606—Lt. beige with black and gold; lt. beige blouse . . . 18.50

**B** THE JACKET AND DRESS, eased to the new, narrow silhouette . . . in original Shagbark fabric, combed cotton with knotted weave. Cut-away jacket has triangular buttoning, detachable white pique collar. Dress with hip pockets; low square neck, zipper and kick pleat in back. 2-inch hem. Hand wash separately, drip dry . . . little ironing. Juniors' sizes 9, 11, 13, 15. State size. Shpg. wt. 1 lb. 12 oz. 031 H 7086—Sea green plaid . . . 2 pieces \$13.70 031 H 7087—Sun coral plaid . . . 2 pieces 13.70

**C** THE COAT AND DRESS in smart linen-look rayon. Versatile unlined coat; slender dress with hip pockets, back zipper and kick pleat. 2-inch hem. Hand wash separately. Shpg. wt. 2 lbs. 10 oz. Juniors' sizes 9, 11, 13, 15, 17. Please measure; order correct size. 031 H 5037—Black print on beige; beige coat . . . 2 pieces \$9.54 031 H 5038—White print on navy; navy blue coat . . . 2 pieces 9.54



**A**

**B**

**C**

\* duPont T.M. for polyester fiber  
† duPont T.M. for acrylic fiber



WONDERFUL JUNIOR FASHIONS . . of sugar and spice, and everything nice



D \$17.00  
5 to 15

E \$12.70  
7 to 17

↑ F \$13.70  
9 to 17

G \$12.70  
7 to 15

H  
\$15.50  
7 to 17





## FASHIONS IN LITTLE-IRON FABRICS

give Juniors lots more time for fun

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**B**  
\$12.70  
5 to 15

**A** THE PRINCESS DRESS in black cotton and Orlon® with white cotton lace and black nylon velvet ribbon. Surprise in back of skirt . . . a V-shaped yoke with gathered fullness below. Scoop neckline and long zipper in back. Hand wash separately; drip dry; wrinkle-resistant.

Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 lb. 12 ounces. 031 H 7078—Black . . . \$12.70

**B** THE SHIRTWAIST DRESS in Arnel and cotton . . . dramatically fashioned with braid-embroidered white bodice and very full black skirt. Convertible collar. Hand wash separately; drip dry; wrinkle-resistant. Shipping weight 1 pound 12 ounces. Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size.

031 H 7084—Black and white with black braid . . . \$12.70

**A** \$12.70 5 to 15

**C** THE MIDDY DRESS in our best Arnel shark-skin. This is the new look of fashion . . . straight and narrow. Overblouse with sailor collar and navy braid trim . . . snap-in bib; detachable bow of nylon organdy. Separate pleated skirt (pleats stay); 2-inch hem. Hand wash separately; can be dry ironed . . . wrinkle-resistant.

Juniors' sizes 5, 7, 9, 11, 13, 15. Order correct size. Shpg. wt. 2 lbs. 14 oz. 031 H 7627—White with navy trim. 2 pieces \$14.70

**D** THE 2-PIECE DRESS in woven check Arnel and cotton . . . excellent quality. The easy-fitting jacket zips in front, has a peplum effect in back. The skirt is a carefree sweep of stay-in pleats. Hand wash separately; drip dry; wrinkle-resistant. Handbag sold on page 23.

Juniors' sizes 9, 11, 13, 15, 17. Order correct size. Shipping wt. 1 lb. 12 oz. 031 H 6152—Navy blue and white . . . \$10.74 031 H 6153—Pink and white . . . \$10.74



**C** \$14.70 5 to 15

**D** \$10.74 9 to 17

**E** THE LENO-WEAVE CHECK DRESS . . . very fine combed cotton. This is a favorite silhouette for Juniors . . . long line bodice and full gathered skirt. Fabric belt with flower; low square neckline and zipper in back. Hand wash separately; drip dry; wrinkle-resistant. Shipping weight 1 lb. 10 oz. Juniors' sizes 9, 11, 13, 15, 17. Order correct size. 031 H 5055—Sea aqua blue and white checks. \$9.54 031 H 5056—Orchid pink and white checks. . . 9.54

**F** THE LATTICE YOKE DRESS . . . fine cotton in one of this season's magnificent sea color prints. The very pretty neckline has a bead-trimmed front yoke, is cut in a deep scoop in back. Full gathered skirt; 2-inch hem. Long back zipper; fabric belt. Hand wash separately; drip dry; wrinkle-resistant. Shipping weight 1 lb. 4 oz.

Juniors' sizes 9, 11, 13, 15, 17. State size. 031 H 6157—Medium sea blue print . . . \$9.74

**G** THE SHIRTWAIST DRESS in 100% Dacron® batiste, delightfully light and airy. The tucked bodice and cummerbund have crocheted looping; the skirt has unpressed pleats. Long back zipper. A beautifully easy dress to live in! Hand wash separately; drip dry; wrinkle-resistant.

Juniors' sizes 5, 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 pound 4 ounces. 031 H 6154—Sun yellow 031 H 6155—Light green 031 H 6156—Ice blue Each . . . \$10.74

**H** THE RUFFLED COAT DRESS in a wonderful dark-print cotton with a fashionable long sash circling the waist. Unpressed pleated skirt. Hand wash separately; drip dry; wrinkle-resistant.

Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 pound 10 ounces. 031 H 5057—Ice brown with sun gold flower print on black; spice brown sash . . . \$7.74

**J** THE DRESS AND SWEATER, a very popular twosome. Wrinkle-resistant cotton dress has deep scoop neckline and zipper in back; full skirt of unpressed pleats; grosgrain belt. Orlon knit sweater is prettily detailed with applique of roses from the dress print; fabric-covered buttons . . . can be worn with other summer dresses. Hand wash dress and sweater separately; drip dry.

Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 2 pounds. 031 H 5058—Sun gold roses printed on white; white sweater . . . 2 pieces \$9.54

**K** THE SLIM DRESS AND BUTTON-BACK JACKET . . . extra fine quality combed pettepoint-type cotton pique. Sleeveless dress has cuffed yoke in front . . . in back, a scoop neckline, long zipper, kick pleat. The jacket is smartly detailed with striped grosgrain ribbon . . . ribbon outlines the shallow square neckline in back. Belt included. Hand wash alone; drip dry; wrinkle-resistant.

Juniors' sizes 9, 11, 13, 15, 17. Measure; order correct size. Shipping weight 1 pound 13 ounces. 031 H 5052—Copen blue and white. 2 pieces \$8.74 031 H 5053—Black and white. . . 2 pieces 8.74 031 H 5054—Pink and white. . . 2 pieces 8.74

### MEASUREMENT CHART for JUNIORS

Order only sizes listed with each catalog number

Size is . . .	5	7	9	11	13	15	17
If bust is . . .	29½	30½	32	33½	35	36½	38 in.
If waist is . . .	21½	22½	23½	24½	26	27½	29 in.
If hips are . . .	31	32	33½	35	37	39	41 in.
Dress length	43½	44	44½	45	45½	46	46½ in.

For more Juniors' fashions, see the new straight-line silhouettes on pages 2, 3, 5, 38 and 48 . . . the sailor dress, page 19; party dresses, pages 30, 31, cottons for summer dancing pages 22 and 24.

To determine your correct size, see the measuring instructions on page 1420. Washability terms are explained on page 1396. Sears Easy Terms are available . . . see inside back cover for details.











## BEAUTIFUL PART COTTON BLENDS

.. fashioned especially for juniors

### COTTON AND CUPIONI® RAYON

All 6 styles (A to F), shown on opposite page, are in this textured fabric that looks like silk shantung.

**A** THE TUCKED YOKE DRESS sugared with white cotton lace. This is the look that Juniors love... it brightens a busy-day schedule, is pretty enough for dating. Shirred sleeves; unpressed pleated skirt, long back zipper. Cotton and Cupioni rayon... hand wash separately. *Order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.  
031 H 6163—Navy 031 H 6164—Black  
031 H 6165—Lilac Each.....\$10.74

**B** THE DIAMOND PANEL-FRONT DRESS... smart cut-out design joined by rhinestones over white polished cotton. A beloved silhouette... long bodice and full skirt of unpressed pleats. Long back zipper; 2-inch hem. Cotton and Cupioni rayon... hand wash separately. *Order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.  
031 H 6160—Copen blue 031 H 6161—Navy  
031 H 6162—Orchid pink Each.....\$10.74

**C** THE PRINCESS DRESS... twice as fashionable this season with its big sleeves and duco-printed polka dots. 8-gore skirt; low scoop neckline and long zipper in back. Cotton and Cupioni rayon... hand wash separately. *Order correct size.* Shipping wt. 1 lb.  
Juniors' sizes 7, 9, 11, 13, 15. Please measure;  
031 H 3293—Navy blue with white dots.\$6.74  
031 H 3294—Black with white dots..... 6.74  
031 H 3295—Light blue with white dots.. 6.74

**D** THE JACKETED DRESS... a long-season outfit. The brief jacket has a bow in back, facing of white rayon taffeta with red dots. Slim, sleeveless dress has Empire yoke and bow in front... in back, a scoop neckline, long zipper, kick pleat. Belt included; 2-in. hem. Cotton and Cupioni rayon... hand wash separately. *Order correct size.* Shpg. wt. 2 lbs.  
Juniors' sizes 7, 9, 11, 13, 15. Please measure;  
031 H 5042—Medium gray..... 2 pieces \$8.74  
031 H 5043—Navy blue..... 2 pieces 8.74

**E** THE SMART SLIM DRESS fashioned to lead a busy life. New button detail accents the softly draped bodice and set-in pockets. Detachable overcollar is white linen-look rayon. Long zipper and kick pleat in back. Cotton and Cupioni rayon... hand wash separately. Gloves sold on page 7. Shpg. wt. 1 lb.  
Juniors' sizes 7, 9, 11, 13, 15. State size.  
031 H 3290—Black 031 H 3291—Navy blue  
031 H 3292—Deep rose beige..... Each \$5.74

**F** THE DEMURELY COLLARED DRESS in the princess silhouette that is so flattering to Juniors. It's a dress for travel, for office or classroom. Back of dress has long zipper, neat half-belt at waistline. Full skirt. Cotton and Cupioni rayon... hand wash separately. *Order correct size.* Shpg. wt. 1 lb. 10 oz.  
Juniors' sizes 7, 9, 11, 13, 15. Please measure;  
031 H 5044—Sea turquoise blue.....\$7.74  
031 H 5045—Navy blue..... 7.74  
031 H 5046—Light cocoa brown..... 7.74

For more pretty fashions in Juniors' sizes, be sure to see the sailor dress on page 19... party dresses on pages 30 and 31... colorful cottons for summer dancing on pages 22 and 24.

**MEASURE AND BE SURE**... to determine your correct size, see the measurement instructions and charts on page 1420. Washability terms explained on page 1396. Sears Easy Terms available... see inside back cover.

**G** 66% COTTON, 34% DACRON®. Smart tucked-front bodice, full skirt of unpressed pleats. Belt trim and detachable scarf are white with fashionable polka dots. Washable. Shpg. wt. 1 lb. 2 oz.  
Juniors' sizes 7, 9, 11, 13, 15.  
031 H 3287—Light blue  
031 H 3288—Light mint green  
031 H 3289—Light yellow  
*Order correct size... Each \$6.74*

**H** 65% DACRON, 35% COTTON... the easy-care blend... hand wash separately; drip dry; needs little ironing. Shirt-waist dress with convertible collar, big skirt, cotton broadcloth sash. *Order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15.  
Shipping wt. 1 lb. 10 oz.  
031 H 5039—Light blue with navy blue sash.....\$7.74  
031 H 5040—Light pink with bright rose sash.....\$7.74  
031 H 5041—Light green with dark green sash.....\$7.74



**J** THE NEW LOOK... eased overblouse, slim skirt in woven stripe Chrom-spun acetate and cotton seersucker... washable; needs little ironing. Button-back overblouse with tabs and cording in front, low scoop neckline in back. Back kick pleat in skirt. *Order correct size.* Shpg. wt. 1 lb.  
Juniors' sizes 7, 9, 11, 13, 15. State size.  
031 H 3281—Red and white  
031 H 3282—Medium blue and white  
031 H 3283—Oxford gray and white... 2 pieces \$5.74

**K** THE SLIM CASUAL... Celaperm® acetate and combed cotton in smart woven checks. Buttoned tab step-in dress with shoulder flanges, set-in pockets, 5-gore skirt. Washable. Wt. 1 lb. 7 oz.  
Juniors' sizes 9, 11, 13, 15, 17. *Order correct size.*  
031 H 3284—Black and white checks.....\$5.74  
031 H 3285—Bright azure blue, white checks...\$5.74  
031 H 3286—Orchid pink and white checks...\$5.74

**J** \$5.74 7 to 15

**K** \$5.74 9 to 17

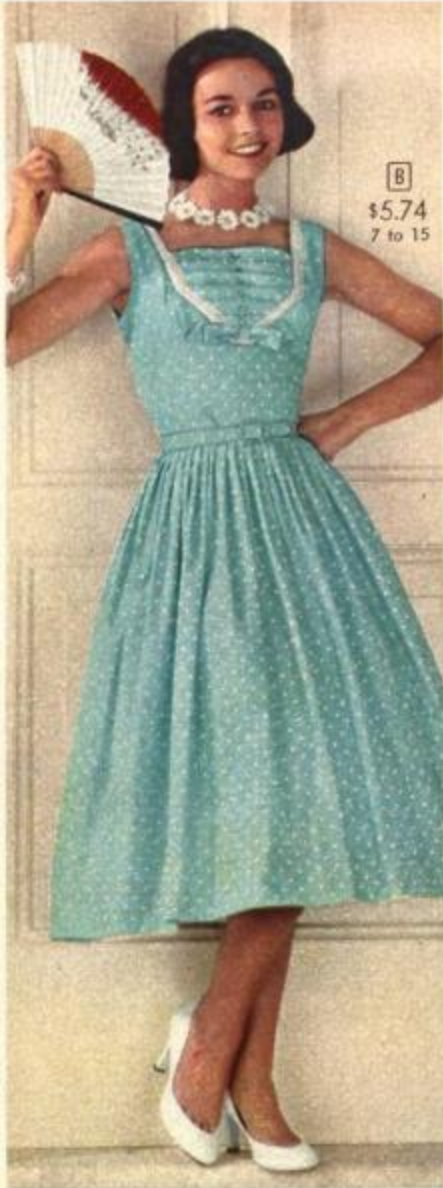
\* DuPont trademark for polyester fiber

pc SEARS 47





**A**  
\$5.74  
7 to 17;  
8 to 18



**B**  
\$5.74  
7 to 15



**C**  
\$5.74  
7 to 15



**D**  
\$5.74  
7 to 15



**E**  
\$6.74  
9 to 17



**F**  
\$6.74  
7 to 15



**G**  
\$4.76  
9 to 17



**H**  
\$5.74  
7 to 15





## JUNIORS BANK ON COTTONS

big impressions for little money

SHOWN ON OPPOSITE PAGE

**A** CHEMISE-LOOK IN GLEN PLAID... long, lean silhouette belted at the hipline, anchored by loops. A new dress with a wonderfully easy air and becoming banded neckline. Button-back; 3-inch hem. Washable printed cotton; drip dry... needs little ironing, resists wrinkles. Order correct size. Shpg. wt. 1 lb. 3 oz.  
Juniors' sizes 7, 9, 11, 13, 15, 17.  
Misses' sizes 8, 10, 12, 14, 16, 18.  
031 H 4294-Black and white plaid... \$5.74

**B** FASHIONABLE POLKA DOTS ducoprinted on fine quality broadcloth. A very pretty dress! Back has low square neckline edged with white braid; long zipper. Unpressed pleated skirt; 2-inch hem. Washable. Shipping wt. 1 lb. 2 oz.  
Juniors' sizes 7, 9, 11, 13, 15. State size.  
031 H 4279-Sea aqua blue with white dots  
031 H 4280-Pink; white dots. Each \$5.74

**C** LENO WEAVE GINGHAM... Dan River Wrinkl-Shed® combed cotton with woven checks and stripe... washfast, won't shrink over 1%; Dri-Don finish, needs little ironing. Dress has pique over-collar and looping; gathered skirt; 2-inch hem. Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping wt. 1 lb.  
031 H 4281-Pink and white... \$5.74  
031 H 4282-Light blue and white... 5.74  
031 H 4283-Sun yellow and white... 5.74

**D** FINE BROADCLOTH... prettily detailed dress with dyed-to-match lace. Low square neckline in back; elastic in sleeves; full skirt of unpressed pleats. Long back zipper; 2-inch hem. Hand wash. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. Shipping weight 1 lb. 1 oz.  
031 H 4291-Light green... \$5.74  
031 H 4292-Lilac... 5.74

**E** BEAUTIFUL COIN DOT PRINT on fine quality cotton. A charming dress with scoop back neckline, long sash, very full skirt. Elasticized straps may be worn on or off the shoulders. Hand wash. Juniors' sizes 9, 11, 13, 15, 17. Order correct size. Shipping weight 1 lb. 1 oz.  
031 H 4284-Medium sea blue and green print on black; sea blue sash... \$6.74

**F** EMBROIDERED COTTON of excellent quality combed yarn... washfast, won't shrink over 1%... drip dry, needs little ironing, resists wrinkles. Gaily sashed shirtwaist dress with big skirt; 2-inch hem. Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shpg. wt. 1 lb. 1 oz.  
031 H 4289-Light pink; rose sash... \$6.74  
031 H 4290-Light blue; navy sash... 6.74

**G** GAY DOTS AND BOLD STRIPES... washable, fine quality cotton... Sanforized, won't shrink over 1%. Smart dress has moderately scooped neckline in back; flared skirt. Drawstring jacket is cotton knit... hand wash. Shpg. wt. 1 lb. 4 oz.  
Juniors' sizes 9, 11, 13, 15, 17.  
031 H 1641-Med. sea blue print on white; sea blue jacket. State size... 2-pcs. \$4.76

**H** SUN COLOR FLOWER PRINT on fine, sheer cotton. A beautiful dress! Low, square back neckline with rayon grosgrain ribbon edging and bow. Unpressed pleated skirt; 2-inch hem; grosgrain belt. Washable. Shpg. wt. 13 oz. Order correct size. Juniors' sizes 7, 9, 11, 13, 15.  
031 H 4287-Sun yellow, rose and green on white; med. moss green ribbon... \$5.74

**J** GEOMETRIC PRINT... washable, Sanforized cotton, won't shrink over 1%. Smart-looking dress with long bodice, full gathered skirt. Moderately low square neckline and zipper in back. Order correct size. Shpg. wt. 1 lb.  
Juniors' sizes 9, 11, 13, 15, 17.  
031 H 1635-Black print on white  
031 H 1636-Medium sea blue and black print on white... Each \$3.76

**K** GAY POLKA DOTS on washable cotton... Sanforized, won't shrink over 1%. Becoming dress with Empire bodice, gathers all around full skirt, pointed yoke in back. Rhinestone ornament; back zipper. Shpg. wt. 1 lb. State size.  
Juniors' sizes 7, 9, 11, 13, 15.  
031 H 1637-Red with white dots  
031 H 1638-Sea turquoise blue with white dots... Each \$3.76

Jewelry sold on pages 25A and 25B. Hats sold in Millinery Section; bags in Handbag Section.



**L** WOVEN CHECK GINGHAM with a leno weave... excellent quality; wrinkle-resistant; washable. Lace-frosted shirtwaist dress with full gathered skirt. Juniors' sizes 7, 9, 11, 13, 15. Order correct size.  
031 H 1639-Lilac and white  
031 H 1640-Pink and white  
Shpg. wt. 1 lb... Each \$4.76

**M** POLISHED COTTON... soft lustered fabric; wrinkle-resistant; washable. Coat dress with smart panel effect edged in lace; gathers all around full skirt. Shpg. wt. 1 lb. Order correct size. Juniors' sizes 9, 11, 13, 15.  
031 H 1633-Lilac... \$4.76  
031 H 1634-Wedgwood (medium) blue... \$4.76

Measure to determine your correct size. For instructions and measurement charts see page 1420. Sears Easy Terms are available... see inside back cover for details.

Washability terms explained on page 1396



GLAMOUR COMES IN MANY SIZES..



A \$16.50  
14½ to 24½  
38 to 44

B \$12.70  
14½ to 24½

For hats, see hat section  
For jewelry, see  
pages 25A and 25B



↑ C \$13.70  
14½ to 22½

D \$19.70  
14½ to 22½  
12 to 20

E \$15.50  
12½ to 22½

